

# Sales Management

THE MAGAZINE OF MARKETING

*The Prospect Never Really Gets Away!*



Plan Now, Budget Now, Take Action Now to ...

## BEAT THE SUMMER SALES SLUMP!

Marketing Outlook for 1960  
(Future Sales Ratings)

Page 68

Marketing Outlook for February  
(High Spot Cities)

Page 78



## OFF THE GROUND AND SOARING!

New plans and new products can get airborne for you fast! The Jam Handy Organization offers specialized skills and complete facilities to lend your selling an extra lift.

These services can help you pinpoint objectives and play up product superiorities, quickly and interestingly. With Jam Handy motion pictures or other effective training aids, you can

stress and reteach the basic selling fundamentals that pay off, consistently, with signed orders.

Next time you think your sales team or sales curve could stand some revision upward, call on us. Costs will be consistent with your budget, as low as need dictates. For full details get in touch with . . .

*The* **JAM HANDY** *Organization*

NOTHING SELLS PRODUCTS AND IDEAS LIKE IDEAS

MOTION PICTURES • DRAMATIZATIONS • PRESENTATIONS • VISUALIZATIONS • SLIDEFILMS • TRAINING ASSISTANCE

CALL NEW YORK, Judson 2-4000

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DETROIT, TRinity 5-2450

DAYTON, ENterprise 6289

PITTSBURGH, ZENith 8143

CHICAGO, STate 2-6757

# the slipsheet

For Issue of Jan. 1, 1960

an informal "f.y.i." before you read the issue

Here we are--in January--devoting most of the issue to summer sales, advertising and merchandising strategy. How come?

Right now, while the snow pelts us, important marketers are locking up advertising and promotional plans for the summer season, 1960. Too many of them are anticipating a summer slump. "Everybody'll be on vacation," they say. "Can't be reached by advertising or salesmen. Let's cut down the ad & promotional budgets and schedules for July and August and save the money."

That's the kind of talk you've heard, isn't it? And it's the kind of thinking that actually creates a summer slump for many companies. To this we say, "Nuts!"

We say this fits-and-starts, stop-and-go philosophy of advertising spending is too often based on myth and imagination. But the idea is deeply ingrained. Advertising and selling pressure does dip in the summer. As a direct result, summer slumps are encouraged.

That's why this issue carries the theme, "Beat the Summer Sales Slump." We're publishing it now because now is the time marketing executives must plan, budget and take action for summer selling.

Fortunately there are companies doing an outstanding promotional job throughout the year and most especially in summer months. Beginning on page 45, you'll see how 12 such companies pivot their summer promotion around solid, heavy, forceful advertising. They've cured their summer slump.

Perhaps you have your own sales slump in the hot weather months. Maybe you have a salesman or two who will walk five miles on the golf course under broiling August sun, but who can't see the logic in walking two blocks under the same sun to make a business call. Hit home? Then turn to page 38 and read "10 Steps to No-Slump Selling."

A prosperous New Year to you.

\* \* \* \* \*

**Sales Management**

THE MAGAZINE OF MARKETING

630 THIRD AVENUE • NEW YORK 17, NEW YORK

YUkon 6-4800

The Publishers

"the slipsheet" is included only in complimentary copies.

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The Atlas Intercontinental Ballistic Missile.  
Range: 5500 miles

# It's Loaded

with buying power . . .

## THE INDIANAPOLIS AREA

● More than 2 million people, with almost 4 billion spendable income, make this compact 45-county market one of your primary sales targets.

For the selling power you need in this prosperous area, concentrate your advertising in the Indianapolis News and the Indianapolis Star.

This powerful combination guides your ads straight to 54.9% of all households—qualified, selective coverage of the most able-to-buy, highest income families! Here's advertising coverage that's geared to your distribution channels, in this rich area where retail sales per family are 15.9%\* above the national average.

\*Sales Management, Survey of Buying Power, 1959



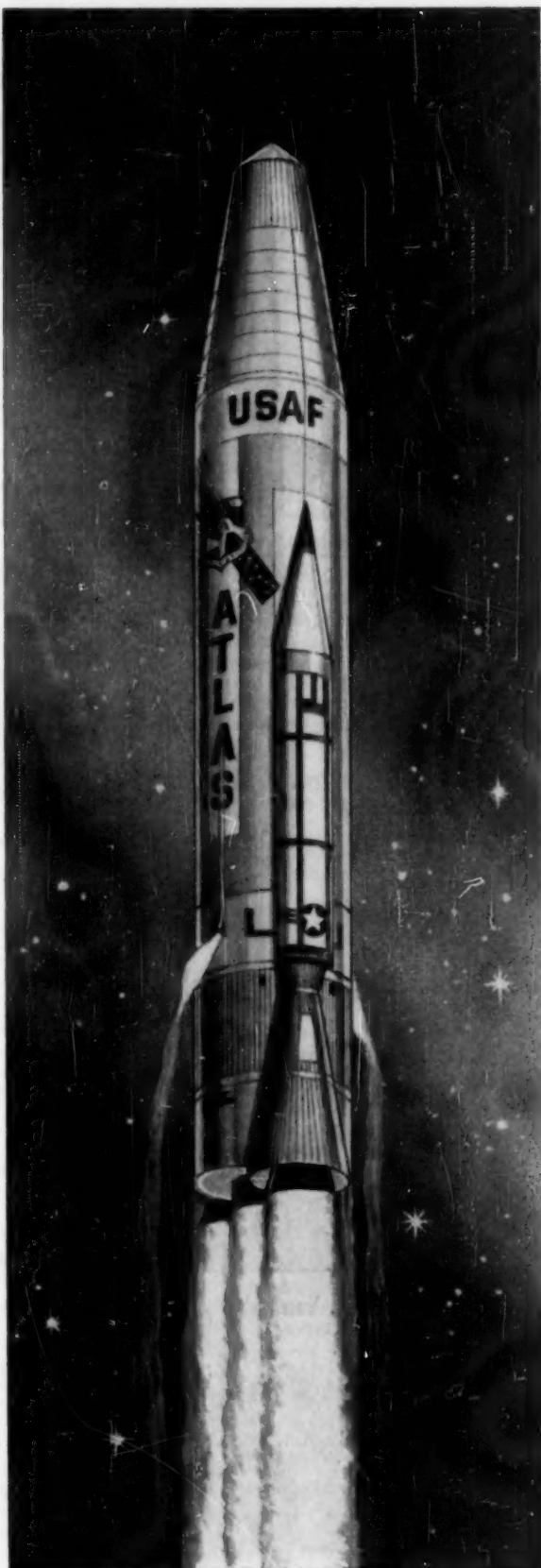
### GET THE FACTS!

Write for your free copy of "FACTS," a condensed report of the booming economic picture of Metropolitan Indianapolis.



**STAR**  
Morning & Sunday  
**NEWS**  
Evening

KELLY-SMITH COMPANY  
NATIONAL REPRESENTATIVES



## TO PRE-SELL BASIC FOR 1960 TO REACH HOSPITALS



### 6 STRATEGIC SALES-BUILDING ISSUES

Your nucleus for reaching, telling and pre-selling the greatest concentration of people who buy for hospitals, **HOSPITALS**, Journal of the American Hospital Association . . . first in ABC paid circulation.

March 16th—PLANNING AND CONSTRUCTION ISSUE

April 16th — ADMINISTRATIVE REVIEWS ISSUE

July 1st—SMALLER HOSPITALS ISSUE

July 16th — CONVENTION PROGRAM ISSUE

August 1st—ANNUAL GUIDE ISSUE

September 16th — CONVENTION REPORT ISSUE

WRITE FOR COMPLETE INFORMATION ABOUT THESE IMPORTANT ISSUES AND NEW BROCHURE "IT'S THE DIRECTION THAT COUNTS."

**HOSPITALS**  
JOURNAL OF THE AMERICAN HOSPITAL ASSN  
840 North Lake Shore Drive  
Chicago 11, Illinois

Please send information on **HOSPITALS'** 6 Strategic Issues and Brochure "It's the Direction that Counts."

Name..... Title.....  
Company .....  
Principal Product .....  
Street .....  
City..... State.....

# Sales Management

THE MAGAZINE OF MARKETING

January 1, 1960

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The Nestlé Co.	American Machine & Foundry Co.
Toro Manufacturing Corp.	Thomas Industries, Inc.
The New Yorker magazine	Southern Union Gas Co.
Irish Whiskey Distillers	Renwal Toy Corp.

Marketing forecast for 1960—

#### Count on Your Biggest Year

We're slated for a record-breaking year ahead, with most of the economic factors that affect marketing lining up to bring you the biggest opportunities ever. See Future Sales Ratings, Page 68

and more immediately . . .

#### The Marketing Outlook for February

. . . sees retail sales up 5% over February '59 as a dynamic auto market leads the way up. What are the High Spot Cities for February? Page 78

## HIGHLIGHTS

### WHY is a SUMMER SLUMP . . .

From the ones who have it, or have done away with it, comes a candid report on the summer slump—as SM queries 1,000 readers, gets a revealing picture of what causes it, who has it, and what's being done about it.

Page 32

. . . when there's proof that it doesn't have to be,

. . . as shown by case histories of 12 companies that DID eliminate their summer slumps—with various combinations of marketing strategy, including diversification, special selling and advertising programs.

Page 45

. . . when lapses in summer marketing activity are often based on false and dated premises,

Much of the cause of the summer slump is simply a mistake in thinking—a carry-over from the days when there was a reason for one. Today, advertising step-ups can often overcome off-seasons that exist simply because they're expected—and allowed.

Page 36

. . . when the men who make the sales can be fired up to beat the slow season . . . ?

Some extra attention to sales programs can make hot-weather wizards out of slump-minded salesmen. It's just a question of conditioning—by special meetings, incentives, briefing on summer-selling advantages.

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## TO SELL

MEET THE HOSPITAL  
MARKET FACE-TO-FACE  
AT THE



## HOSPITAL MERCHANDISE MART

in San Francisco

August 29 - September 1, 1960

More than 13,000 people with top authority to buy attended the 1959 American Hospital Association's Annual Convention.

MEET THESE BUYERS . . .  
truly the buying heart of the  
hospital market.

DEMONSTRATE CONCLU-  
SIVELY . . . to those with  
authority to buy.

SELL EFFECTIVELY . . . you  
can show more and write more  
orders.

ASK FOR COMPLETE INFORMATION  
ABOUT THIS OPPORTUNITY TO SELL  
TO HOSPITAL BUYING TEAMS.

EXHIBIT MANAGER  
HOSPITAL MERCHANDISE MART  
840 North Lake Shore Drive  
Chicago 11, Illinois

Please send complete information on ex-  
hibit opportunities at the Hospital Mer-  
chandise Mart.

Name..... Title.....  
Company.....  
Principal Product.....  
Street.....  
City..... State.....

# This is a Scissor-billed Box-topper



*A bird in the hand  
is still worth  
you-know-what*

... it *still* costs less to keep a customer *sold* than to sell a new one.

Let us show you how to keep your customers sold—how to build business that repeats *and repeats*—with your own *customer engineered* premium plan.

Cost? You decide that. You pay for your individually-tailored premium service plan *after* you profit from it. Not before. Let us tell you more.

Write, wire or phone collect—  
Atlas 8-9315. Dept. S-1

**The Premium  
Service Co. Inc.**  
Founded 1897

SUBSIDIARY OF  
THE CURTIS PUBLISHING COMPANY

195 North St., Teterboro, N.J.

## Sales Management

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**SALES MANAGEMENT**, with which is incorporated **PROGRESS**, is published the first and third Friday of every month except in May, July, September and November when a third issue is published on the tenth of the month. Affiliated with Bill Brothers Publishing Corp. Entered as second class matter May 27, 1962, at the Post Office, East Stroudsburg, Pa., under the act of March 3, 1879. Publication (printing) offices, 34 North Crystal St., East Stroudsburg, Pa. Address mail to 630 Third Avenue, New York 17, N. Y.

**SALES MEETINGS**, Part II of Sales Management, is issued six times a year—in January, March, May, July, September and November. Editorial and production office: 1212 Chestnut Street, Philadelphia 7, Pa. WAlnut 3-1788; Philip Harrison, Publisher; Robert Letwin, Editor.

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# INDUSTRY'S



# PUBLICATION



# THOMAS REGISTER

**Industry's No. 1 Publication**  
because its  
**Industry's No. 1 Marketplace**

THOMAS PUBLISHING COMPANY  
461 EIGHTH AVENUE • NEW YORK 1, N. Y.  
Telephone OXford 5-0300

## NO. 1

### In Sales Action For Advertisers

TR's leadership in producing Buying Action Inquiries out of all proportion to the low cost of display space is well known by experienced advertisers and agencies. Proof on request.

## NO. 1

### In Number Of Advertisers

12,265 manufacturers now advertise more than 45,000 products in TR . . . more than in any other 50 industrial publications combined.

## NO. 1

### In Gaining User Acceptance

Users know that all qualified makers have their products Registered and described in TR. Makers not in TR are out of the running when buyers start pre-purchase investigation in TR.

## NO. 1

### In Paid Circulation Income

Users pay more in subscription money to have TR than they pay to any other industrial publication . . . without special deals or offers.

## NO. 1

### In Long Life Of Advertising

Each edition of TR is used an average of 3 years . . . passed interplant, to branch plants, etc., . . . delivering the broadest possible coverage of all departments involved in product selection.

## NO. 1

### In Annual Advertising Billings

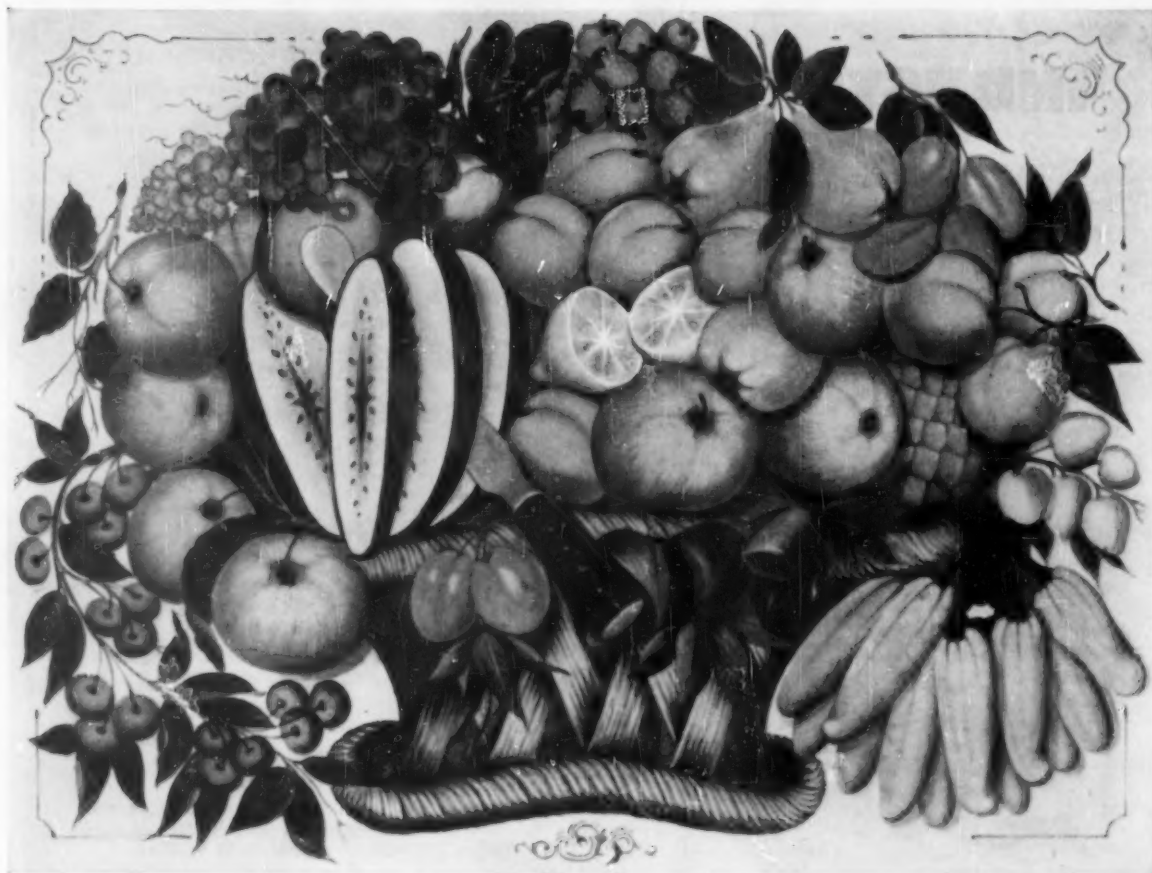
Advertisers invest more money in Thomas Register than in any other industrial publication per year . . . Including weekly magazines.

## NO. 2

### In Paid (ABC) Circulation Increase

Since 1945 TR has doubled its annual distribution . . . sold out, with a waiting list for the next edition. Only one A.B.C. industrial publication (a weekly) has exceeded this record.





Take that famous dessert. It proved that even today's most successful product can't rest on yesterday's ideas. ¶ The man who made it owned the market. His share was practically all the share there was. He continued to build the market with new flavors, new packages and new promotions. He had practically everybody eating his dessert. You'd think he had gone to the limit of sales. ¶ But, now he's got people spooning it on cereal... as well as sprinkling it on toast... And using it with ice cream to make sundaes. ¶ Tomorrow, who knows what? People will use a fine old brand in brand new ways when somebody gives 'em the idea... People buy ideas!

*YOUNG & RUBICAM, advertising*

New York • Chicago • Detroit • San Francisco • Los Angeles • Hollywood • Montreal • Toronto • London • Mexico City • Frankfurt • San Juan • Caracas • Geneva

## The Last Year of the Summer Slump?

The very nature of this issue is proof that Sales Management is sticking its neck out in the opening hours of this new decade.

We are not willing to accept the belief that a slump in sales in June, July and August in any company is just one of those things that no one can do anything about.

And we hope to persuade a lot of people that this is the year to make a change. We've thrown away our traditional first issue to make way for this special anti-summer-sales-slump edition.

- We remind you, in this issue, of the obvious—that a summer slump benefits no one.
- We startle you with facts on spending patterns.
- We cite numerous examples of people who have licked their summer sales slumps.
- And we are not above goading you into re-examining your own position.

The challenge of the '60's is business' ability to serve its customers and prospects better.

"Convenience" will be a word applied in this decade, even more than in the past, to the hopes and desires of our people.

When advertisers shut up shop in summer months because, supposedly, no one is in the mood to buy—is that offering convenience to prospects?

When factories must work overtime, or run additional shifts for a few months to stockpile for sales peaks, is that efficiency? Remember when turkey was only a Thanksgiving specialty?

When retail sales people must stand around twiddling their thumbs and gossiping, because consumers are not reminded to buy in the summer, are they happy? Even people who are not particularly happy in their jobs would rather be busy than idle.

In the narrowest sense, the company that licks its summer sales slump problem can relish the profits. Important by-products created, however, are convenience, efficiency, and happiness. In our consumer-oriented society today these surely are benefits.

## When Your Firm Raises Capital

It appears that corporations will go into more stock market activity in 1960, with sales of additional shares of common stock used as a primary means of raising capital required for growth. "It's a good time for common stock financing," according to one executive attending the convention of the Investment

**Outdoor Life** will **NOT** raise its announced advertising rates

(\$4,120 per B/W Page)

before the issue of **APRIL**

**1961**

at the earliest.

Our top-quality circulation will continue to be competitive.

- Greatest editorial content.
- Greatest ad response.
- Lowest cost per thousand.

**BEST BUY IN THE FIELD.**



## Eye opener!

**M**innesota Homemaker Survey #12 has all the NEW facts to help you sell Minnesota.

Indispensable data for any sales-promotion-advertising campaign in Minnesota. Projectable to all Minnesota's 961,000 households as to what's on hand or last bought, from personal, no-inducements-offered interviews with adult homemakers. Covers more than 90 products and appliances. Combination of metropolitan and statewide samples gives the complete picture both in the area's largest metropolitan center

(Hennepin County-Minneapolis) and in all Minnesota. Also city-town-farm breakdowns.

The unique Homemaker Survey is a continuing project showing trends of in-home use of products going back over a number of years. The report is a treasury of the full information you need about the \$5½

billion Minnesota market.

Write today for your copy of Minnesota Homemaker Survey #12. Address requests on your letterhead specifying your product interest, to W. A. Cordingley, National Advertising Manager, Room 120, Minneapolis Star and Tribune, 5th and Portland, Minneapolis 15, Minnesota.

**Minneapolis Star and Tribune**  
EVENING MORNING & SUNDAY

**650,000 SUNDAY • 515,000 DAILY**

Bankers Assn. of America. "Many stocks now selling yield less than the double-A rated bonds of their companies."

Sales volumes that don't yield profits reflected in the price of a company's stock will not help the company that intends equity financing in 1960. The president's heat is always on the sales executive to maintain satisfactory profit. But if more companies intend to go into common stock financing, partly because of the high cost of borrowing through bonds, pressure will be applied to more sales executives to keep an eye on the profit and its impact on the company's stock price.

## He May Be Your Man

If you operate a company in which any member of management will come into frequent contact with all other members of management you may soon find a Harvard man knocking on your door—asking for a job.

In June approximately 560 men will graduate from the Harvard Graduate School of Business Administration with masters' degrees. About 200 of these graduates have a common desire: They want to join small- or medium-size companies.

These 200 are not waiting for you to seek them, though that has been the customary practice since big corporations have been touring the colleges on executive manhunts. They've organized "The Student Small Business Program." They have picked fellow students to go into eight geographical areas, distribute resumes of 25-50 students, and seek jobs. Each student chips in part of the cost of sending the eight "salesmen" on the road.

These Harvard students are not looking for a small business as denoted by a specific maximum number of employees, or with a limit on annual dollar sales. What they seek is the opportunity for frequent contact with the people who run the business. They are ready to "start in the mailroom" just as the big corporation trainees, but they would like to have the opportunity for more than a nod from the president in the elevator.

## Smokers Don't Scare Easily

News item: "New figures released on the heels of the latest tobacco-health controversy show cigarette shipments—a gauge of smoking trends—topped 39 billion units in September, up one billion in a year. . . . The Department of Agriculture estimates 1959 cigarette output exceeded 1958 by 3%, and predicts higher consumption in 1960. This is based on an increase in population, and more women smokers."

Surely anyone who can read or listen is aware of the health controversy. Newspapers, magazines, broadcasting have carried the clinical side of the anti-cigarette assertions in great detail. No one could accuse mass media of suppression of news in this area, despite their vast income from cigarette advertising.



**ORCHAWAII SALES DIVISION**  
**ORCHIDS OF HAWAII, INC.**  
NATIONAL SALES OFFICE  
305 7th Ave. • New York 1, N. Y.  
Telephone ORegon 5-6500

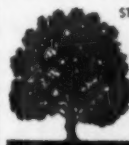


Maurice Corken, assistant general manager of WHBF and WHBF-TV says:

**WHBF adheres to its published rates, assures advertisers of equal, fair treatment.**

Ask Avery-Knodel, or write to Maurice Corken, WHBF, Telco Bldg., Rock Island, Ill., for recommendations and availabilities . . . radio or television.

STRONG & PRODUCTIVE FROM DEEP ROOTS

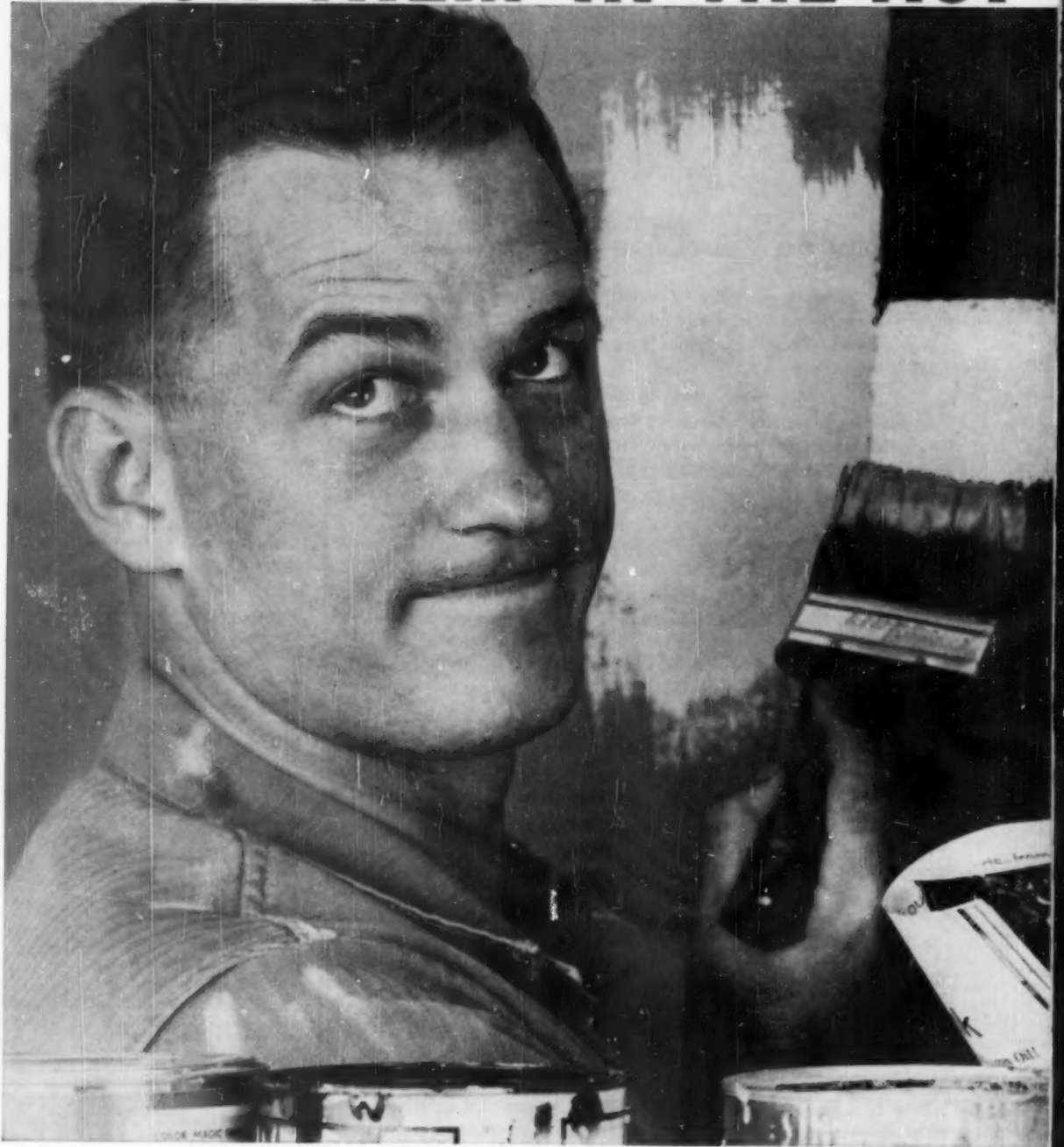


# WHBF

Covering Western Illinois — Eastern Iowa • RADIO & TELEVISION



# CATCH THEM IN THE ACT







12,000,000 men and women are in complete harmony when it comes to finding colorful, practical ideas for their homes. They find them in the pages of American Home, the magazine they read when they are in the act of planning their buying... the magazine they read solely for down-to-earth suggestions they can use now. If you have a product that belongs in the home—it belongs in American Home.

## **CATCH THEM IN AMERICAN HOME**

A CURTIS MAGAZINE READ BY 3 600 000 FAMILIES WITH A CONSUMING INTEREST IN THE HOME

Sales Management January 1, 1960 11

**Top Specifier of  
PLUMBING  
EQUIPMENT  
is the  
CONSULTING  
ENGINEER**

The consulting engineer is your key to a greater share of the market for plumbing equipment used in commercial, industrial and institutional buildings.

An independent survey, just completed, shows that 70.2% of the consulting engineers we serve have from 70% to 100% responsibility for specifying the brand of plumbing equipment (faucets, fixtures, flush valves) on projects they handle.

Complete findings available. Write for "Plumbing Equipment Research Report". You may be sure your competitors will!

**CONSULTING  
ENGINEER**

Wayne near Pleasant Street  
St. Joseph, Michigan

*Sell the Men Who  
Write the Specifications*

**MEETING  
PLANNERS  
HANDBOOK**

Handy, pocket-size booklet contains reprints of some of the most popular articles on meeting planning that have appeared in *Sales Meetings*.

**32 pages—more than 14 articles**

**CONTENTS**

- What I've Learned from My 11,000 Speaking Engagements
- Put Small Groups to Work for Idea Developments
- Guided Conference: Good Substitute for Skilled Leadership
- Why Doesn't Brainstorming Always Seem to Work?
- Buzz-Write Workshop Insures Participation
- A Conference Is a Contest—Do You Win Or Lose?
- If It's Worth Saying It's Worth Reporting
- How Bankers Become Good Speakers
- 43 Ways to Excite Interest in Your Meeting Objectives
- For the Modern Meeting Planner: Guide to Styles, Groups, Methods
- Good Audiences—Made Not Born
- It's Real Work to Plan Women's Activities
- Your Planning On-the-Spot Program Change Is Valuable
- How to Get the Most Out of Hotel Service
- Send 50 cents in coin to:

**Readers' Service Dept.**

**SALES MEETINGS**

1212 Chestnut St., Phila. 7, Pa.

**CORPORATE CLOSE-UP**



**Calpak Plans Another  
Big Hot-Weather Attack for '60**

It's an old story that canned foods can be sold, and sold in volume, while fresh items are on the market—and California Packing Corp. showed how it could be done years ago. Now the company that's known by the Del Monte brand has a big, new hot-weather program for 1960, but it's not tipping its hand yet as to actual details.

The 1960 Del Monte promotion will generally follow the pattern of anti-summer-slump insurance first introduced after the war and since broadened and improved. This program now includes intensive work with retailers (furnishing storewide sales ideas and materials), media programs, providing usage ideas to home economics editors, and (this past summer) participating in a mammoth cookout contest with Kaiser Aluminum, Carnation and ten other manufacturers (see page 46).

A clue to actual promotions that Del Monte may employ in 1960 can be seen in 1959 events. Last year, the company had three separate campaigns going: Summer Show Boat, Summer Surprise Party and Home Maker's Holiday. Each of these received strong support and provided dealers with a tie-in promotion package for storewide display.

Calpak field representatives worked vigorously with dealers in planning store tie-in events and displays—not only for Del Monte products but for the store's merchandise as a whole. The focus, of course, was on Calpak's foods and drinks.

"In these campaigns," says Everett M. Runyon, director of advertising and sales promotion, "... we have worked to convince the grocer that canned foods have just as important a place in the modern housewife's thinking and cooking in summer as in winter."

In the four summer events that formed the vanguard of Calpak's summer attack on slump thinking, the company promoted the entire line. The goal was to bring the potentially slower months up to the level of the more active ones. Besides promoting sales and raising income, this reportedly helps warehousing and shipping for all concerned.

Ten or 12 years ago, the canning industry took it for granted that in summer, when fresh fruits and vegetables were plentiful, people were not interested in canned foods. Almost without exception, they eased off their selling efforts during the summer months and didn't begin again until about September. There was little advertising in July and August and hardly any attention paid to point-of-purchase. Grocers, too, took it for granted that they couldn't sell as much of anything in cans when customers could buy fresh items.

Calpak, however, just wouldn't accept this theory. The company began experimenting with ideas for making canned foods usage a year-round habit. The traditional peak period for canned foods was in January, February and April, with a tapering off throughout the rest of the year. Summer topped all periods for poor selling.

After ten years of applying its theory that people will buy canned foods in volume all year—if these foods are brought to their attention attractively and continuously enough with proper promotional backing—the industry has seen the peak period for canned foods shift to April and May, with heavy buying in almost every month of the year.

**#2 perils  
of an advertising  
decision maker**



**HE SPENT GOOD ADVERTISING DOLLARS TALKING TO PEOPLE WHO WEREN'T INTERESTED**

And it's a crying shame, too! If he'd only realized it, dollars spent in media of mass circulation reach *some* prospects, yes—but at the cost of thousands of others who aren't interested in what the advertiser has to sell. *Special interest magazines* winnow out the prospects from the "suspects"—deliver a hand-picked pre-conditioned audience.

**HEARST magazines**

**13 keys to the special interests of 13 groups of people . . .** Good Housekeeping • Popular Mechanics • American Druggist • Town & Country • House Beautiful • Motor • Science Digest • Motor Boating • Sports Afield • Bride & Home • Harper's Bazaar • New Medical Materia • Cosmopolitan

Time was when **Manischewitz** was considered just a ceremonial wine. Then, two years ago, the **Monarch Wine Company** decided to create a new product image and broadier market appeal for **Manischewitz**, based on the theme "everybody's wine." Naturally, **Monarch** turned to the medium that reaches nearly everybody... spot television.

Sales spurted immediately. As a result, last fall **Manischewitz** launched the largest advertising campaign in its history. Same theme... same medium... same results! Again spot television's sight, sound and motion—introducing new **Manischewitz** beverage combinations and showcasing the revamped **Manischewitz** bottle and label—hypoed consumer acceptance and sales. Toasting successful spot campaigns on such stations as CBS Television Spot Sales-

---

Representing **WCBS-TV** New York, **WBBM-TV** Chicago, **KMOX-TV** St. Louis, **WBTV** Charlotte, **KHOU-TV** Houston, **WJXT** Jacksonville, **WBTW** Florence,





represented **WCBS-TV** New York, **KOIN-TV** Portland, **WCAU-TV** Philadelphia, **WJXT** Jacksonville, **WTOP-TV** Washington, **KNXT** Los Angeles and **WBBM-TV** Chicago, **Nort Wyner**, **Manischewitz** sales manager, says: "Our changed product image and increased sales are due largely to spot television's dynamic ability to focus attention forcefully when, where and how we need it...effectively and economically."

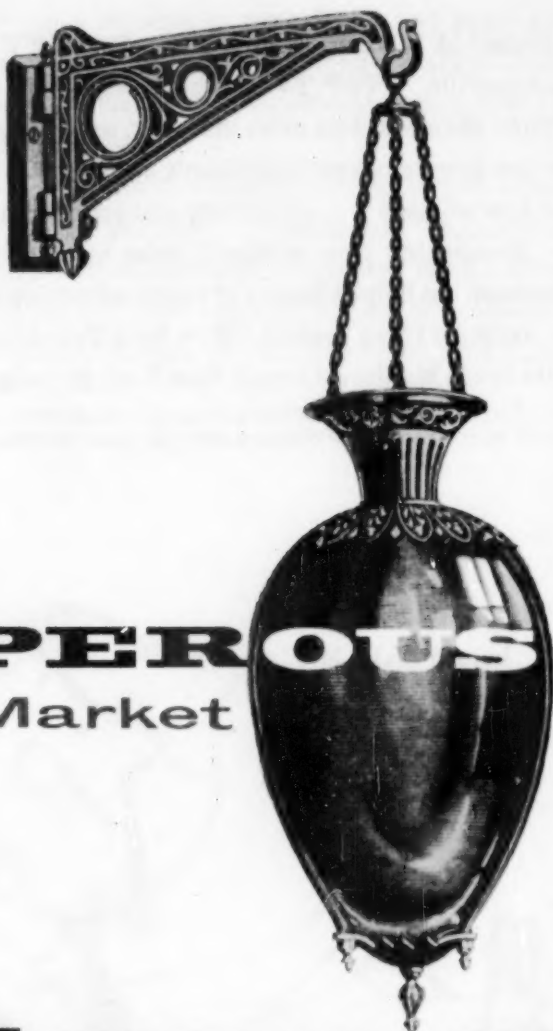
Broadening your product's sales appeal by changing its name, use, appearance? Spot television has helped dozens of major advertisers make a change for the better, as you'll see in our example-filled booklet, "**How Spot Television Changes a Product Image.**" For your copy, write to **485 Madison Avenue, New York 22**, main office of **CBS TELEVISION SPOT SALES**

WCAU-TV Philadelphia, WTOP-TV Washington, KNXT Los Angeles, KSL-TV Salt Lake City, KOIN-TV Portland, and the CBS Television Pacific Network

"...spot television  
helped make **Manischewitz**  
'everybody's wine.'"







# PROSPEROUS

## Multi-City Market



# WGAL-TV

Annual drug sales \$113,570,000—Shoppers in the broad WGAL-TV multi-city market have money—and they spend it. This has always been true in this prosperous, thriving area. Annual income is \$6¾ billion, retail spending \$3¾ billion. Put your sales story on WGAL-TV—first with viewers in Lancaster, Harrisburg, York and many other cities.



STEINMAN STATION  
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

## It's Getting Harder to Defend a Slump!

The summer sales slump is fast turning into a luxury that manufacturers cannot afford. Every year it becomes an uglier black eye on the face of otherwise successful marketing plans. In the light of the many deeply entrenched slumps being tackled by the more vigorous marketers, it is also growing increasingly difficult to defend as permanent and inevitable.

As the rest of this issue demonstrates, there are no two slumps exactly alike. Unfortunately, neither is there a pat formula for licking them. Some summer slumps don't even occur in the summer. They do, however, generally fall into one of three categories:

1. A company's summer sales drop is due more to a real or imagined decrease in consumer demand for its products than to any seasonality inherent in the product itself. (This is the common, or garden variety of slump.)
2. Company sales are high in summer in preparation for the peak retail season ahead, but retail sales in summer are low, so that the company had its "summer" slump in spring or late winter. Example: Toy makers chalk up over half their annual sales in summer, in preparation for Christmas; yet low summer retail sales creates the need for sharp cutbacks early in the year.
3. Some companies find that although their products have a high summer use, demand has been filled in the months just preceding summer. Example: Heavy construction equipment manufacturers do virtually all of their selling in late winter and spring, are often left just tying up loose ends in the summer.

### **The Slump Must Go**

No matter what category the summer slump falls into, it should be, and must be, licked. Rapidly increasing, keener competition from companies

here and abroad is evidence enough that sagging summers must be eliminated. The pace at which diversifying companies are spanning many and varied fields should offer proof enough to marketers that not even a day, much less an entire season, can be wasted on a slump.

But even more serious is the fact that every year seems to bring narrower and narrower profit margins. While competition holds prices down, costs of labor, plant and equipment, taxes and most other expenses continue to climb. Average profits of companies on Fortune's list of the 500 largest industrials have dropped steadily as a percentage of sales every year since 1955.

Those costs which can be cut **must** be cut. Summer sales slump is an expense that affords a big juicy challenge to profit-conscious marketers.

### **Slumps Cost Too Much**

Anything that causes sales and incomes to drop while overhead stays about the same is bound to be expensive.

True, some companies with fatter profit margins and smaller slumps may still be able to wallow comfortably in a summer recess. But the handwriting is on the wall; those industries with the slimmest margins and the greatest slumps saw it years ago. The great majority of companies are seeing it now.

Food manufacturers saw the need to beat the slump before World War II, when the mushrooming of super markets forced profits down lower and lower.

As late as 12 years ago food field giants spent up to 40% of their advertising and promotion dollars in the peak fourth quarter. But the die had been cast before the war, and the slow but steady

process of licking the slump continued. Today, it's all but gone.

Dr. Hector Lazo, now chairman of the Marketing Department of the New York University Graduate School of Business Administration, and for many years before that a food field marketing executive, attributes the industry's victory over summer slump to two basic moves: "The industry started a system of month-by-month promotion, and it diversified so there would be products to promote.

"Spreading the promotional dollar came first," he continues, "and there was joy unconfined when it was discovered that the housewife would buy 'seasonal' items the year-round if she were reminded of them the year-round."

Compared with that of a few years ago, the sales curve in the food field is surprisingly flat. "This is pretty convincing proof," says Dr. Lazo, "that high peaks and deep valleys in sales are a matter of failure to make consistent, even, total sales efforts month after month."

Today, even "impossible" food products are finding summer markets. Campbell's "soup on the rocks" promotion and Nestle's "Quik" summer cooler promotion are examples of giving traditional cold weather products new summer life.

### **Summer Sales Made the Same Way**

Let's face it, a slump in summer or at any other time means very simply that somebody who usually buys, isn't.

Here are just four basic marketing tenets which executives are putting to work in the summer as well as in the rest of the year:

**1. Advertise and promote.** Marketers are learning that the summer must be well covered by advertising and sales promotion if a slump is to be eliminated. It has been common practice to steal ad dollars from summer to bolster the peak season; now, marketers are learning to find extra dollars for that job, and leave the summer budget at full strength.

Fully 28% of SM subscribers who reported having

summer slumps commented that this past summer they did something to beef up traditionally weak advertising. Many were amazed at the results.

**2. Sell to your market.** The summer is the only season of the year that is really different from the rest; the change in weather imposes a new and often radically different set of activities on the public. Marketers now recognize this change, and sell to it. Kaiser Aluminum has done wonders simply by telling the public that its foil works as well for outdoor cooking as it does in the kitchen.

**3. Keep the salesmen selling.** Over 54% of slump-burdened SM readers reported that extra sales meetings, special contests, added commissions, increased personal supervision and the like were now part of the summer season. A few companies reported that the simple act of moving the 6-month quota deadline from June 30 to August 31 had done much to beat the doldrums.

**4. Give the customer what he wants.** Fast-moving marketers who are stuck with cold-weather lines are busily searching out new summer lines. This is often not as prohibitive as it sounds: Ideal Toy Corp. found it could make a line of plastic housewares (with peak spring and summer retail seasons) on its toy-making machinery.

### **Do It Now**

Companies with summer slumps will find that in a very few weeks it will be too late to make concrete plans to beat the slump in 1960.

The growth of suburban living and leisure time have opened a brand new, still growing, summer market. But the rush of companies into this market makes the race for California gold look like a stroll in the park. Those marketers who are exploring this market now have the opportunity to find the approach that fits in most painlessly with their present marketing operations.

Way up at the top of the hill there's a snowball of slump-beating companies really starting to roll. The ball is getting bigger and rolling faster. It's up to the marketing executive to make sure his company doesn't let it roll past.

# THIS TAG GETS IT HOME !



McCall's USE-TESTED Program tests almost every type of product sold in your store. When a product displays the USE-TESTED tag, it means that the editors of McCall's used it and they like it. They say so right on the tag.

This is important to you. It helps millions of women buy more knowingly, more confidently. They trust McCall's. Just as important, they trust the facts McCall's gives them on the tag—facts in language they can understand.

That's why the McCall's USE-TESTED tag is your salesman when your salesman isn't there...and when your salesman is there, it's an impartial endorsement by a qualified third party. It's the point-of-difference that influences the sale.

Manufacturers can learn how their products can be aided by the USE-TESTED Program by writing to:

McCall's, Dept. H-P, 230 Park Avenue, New York 17

## “ WE USED IT AND WE LIKE IT ”





Contrary to marketing

sales rise with the

so advertise in

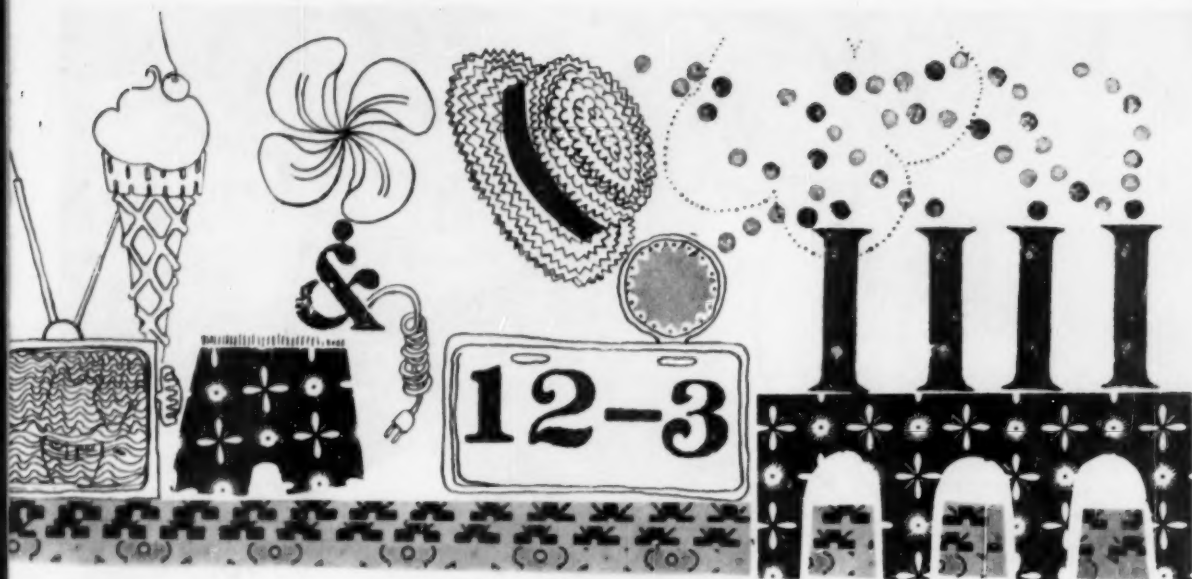


all

Reach the world's biggest

customers for almost





**folklore**

(one aspect of which  
SM happily disproves)

**temperature**

(See SM article, Fancy vs.  
Fact, Page 43)

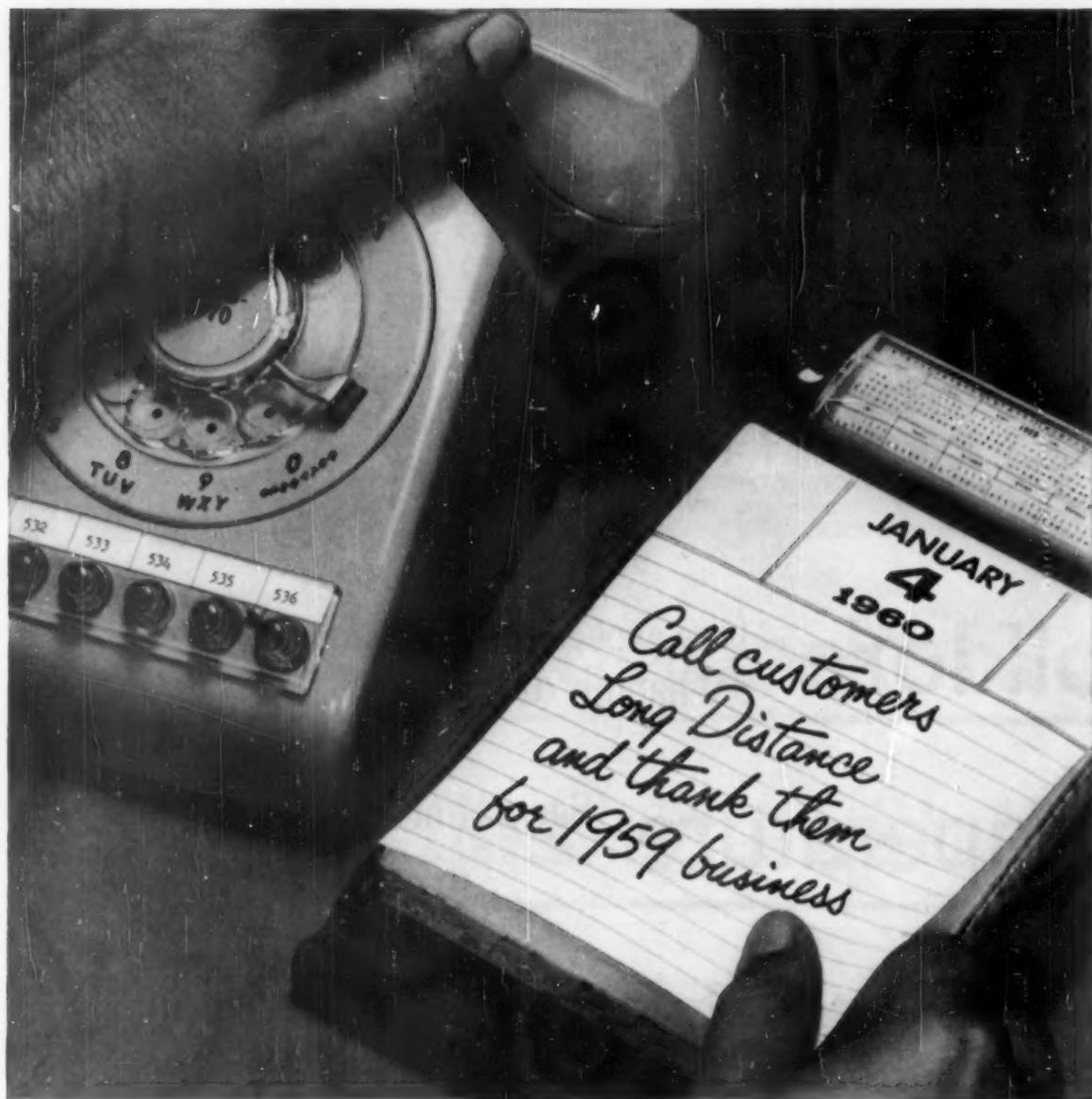
**summer, too**

(TIME circulation never  
falters—summer, spring,  
winter, fall).

**concentration of best**

**everything**

(TIME readers are leaders in business,  
government, the professions...decision-  
makers, trend-setters, loyal readers -  
2,350,000 families strong)



## A business-building idea!

Customers like to know their orders are appreciated—and they like the personal, man-to-man touch of a Long Distance call.

Try thanking your customers by phone for their 1959 orders. We think you'll find it brings you extra business throughout the year ahead.

### BELL TELEPHONE SYSTEM

Long Distance pays off! Use it now...for all it's worth!



#### LONG DISTANCE RATES ARE LOW

Here are some examples:

Buffalo to Cleveland . . . . .	75¢
St. Louis to Chicago . . . . .	90¢
Boston to Norfolk, Va. . . . .	\$1.20
Milwaukee to Philadelphia . . . . .	\$1.45
San Francisco to Detroit . . . . .	\$2.10

These are day rates, Station-to-Station, for the first three minutes. Add the 10% federal excise tax.

## 'seeing double, thinking half'

... It's highly commendable that you would publish a deeply controversial issue. Red Motley's story of why he stopped drinking ["Red Motley Talks about Alcoholism, SM, Nov. 20] is an extension of our thinking. Perhaps you are aware of the P & C Tool Company's policy of holding a Hospitality Breakfast at the hardware conventions—instead of the usual cocktail party. The custom has grown and the acceptances increase each year.

Especially at conventions, where there is supposed to be an exchange of ideas on a high level, why should there be an outmoded custom that "makes people see double and think half" (Dr. J. Whitcomb Brougher)

Mrs. A. Platky  
Vice President and Sales Manager  
P & C Tool Co.  
Portland, Ore.

... Several months ago I was asked to be general manager and editor of the Christian Record Benevolent Assn. We publish six monthly Braille magazines for the blind, one monthly New York Point magazine, one quarterly Talking magazine on 33 1/3 rpm records.

I was intrigued by your article about alcoholism. Would you be so kind as to allow us to use this article in one of our Braille magazines? I am confident that it would do a great deal of good.

You have done a tremendous job in choosing a variety of articles and presenting them in such a way that they are right down to earth and a man can put some of them in his pocket and walk off and do business with them.

C. G. Cross  
General Manager and Editor  
Christian Record Benevolent Assn.  
Lincoln, Neb.

... An alcoholic is born with a system to which alcohol is poison. Though I have not touched alcohol for over 27 years, I still consider myself an alcoholic and admit it unashamedly as those who admit to being diabetics. "No thanks, I'm an alcoholic," may startle people, but it usually stops them from trying to poison you. Unfortunately, it took me 20 years

and much grief to find out.

I mention this attitude in case it may be of help to some of my fellow alcoholics. The only cure is "Nothing Ever Again."

R. P. Egerton  
Ottawa, Ont., Can.

... We have two young executives in our organization to whom I am referring the Red Motley story as I know they will derive a great deal from it.

Having been trained as an engineer, I read a number of engineering magazines, but none can hold my interest as much as Sales Management. I am today entering an additional subscription for my sales manager.

Robert F. Porter  
Vice President—Material Sales  
Harry T. Campbell Sons' Corp.  
Baltimore, Md.

## the squeeze is the thing

Your editorial comment on Polly Bergen's fear of over-exposure caught my eye.

Your trying to compare a tube of toothpaste with Polly Bergen is, of course, a fruitless endeavor. Aside from the fact that they both should be squeezed, there is no basis for comparison.

In selling a product, the ability to remember the name is perhaps the most important objective. Hence the more exposure the better. But ... entertainment must be fresh. The more exposure, the less interest.

Obviously, both you and Polly Bergen are right. Nevertheless, I'd still rather have Polly Bergen over-exposed than anything else I can think of.

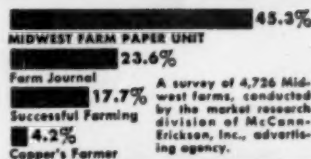
M. Michael Teichman  
The Prudential Insurance Co.  
of America  
Newark, N.J.

I'm one of the dissenters who strings along with Polly Bergen ["Polly Bergen Over-Exposed?" SM, Nov. 6, p. 7] in her policy of avoiding over-exposure and wearing out her welcome. "Over-exposure" in the form of tiresome or maddening repetition seems to me to be one of the chief sins of today's advertisers. . . .

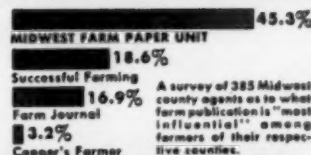
The rebuttal, of course, will be,

# FIRST

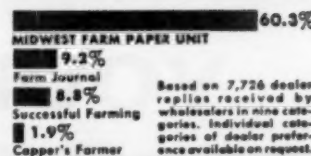
## with READERS!



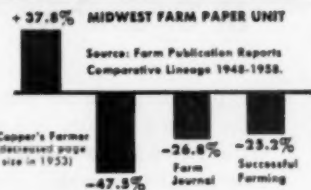
## with COUNTY AGENTS!



## with DEALERS!



## with ADVERTISERS!



Only one medium in the World's Richest Farm Market can offer you this four-way proof of local impact. So, buy the Unit—one order, one plate at a substantial saving in rates.

**The UNIT STATES OF AMERICA**

**MIDWEST Farm Paper UNIT**

WALLACES FARMER • THE FARMER  
PRAIRIE FARMER • NEBRASKA FARMER  
WISCONSIN AGRICULTURIST

ADDRESS: Midwest Farm Paper Unit, Sales  
offices at: 35 E. Wacker Drive, Chicago 1  
... 250 Park Avenue, New York 17, N. Y.  
... 110 Sutter Street, San Francisco 4 ...  
159 South Vermont Ave., Los Angeles 4.

Ready now...



## YOUR 1960 Business Trends Chart

*U. S. economic history at a glance*

Let this picture of the past help guide your future. It shows you more than a century and a half of business ups and downs, with informative notes on our national economy. Colorful, ideal for your desktop or wall.

**Complete your market penetration...**

**your profit protection...**

with **American  
Credit Insurance**

### FOR YOUR FREE COPY, MAIL THIS COUPON

AMERICAN CREDIT INDEMNITY COMPANY OF NEW YORK

Dept. 59, 300 St. Paul Place, Baltimore 2, Maryland

Name .....

Company .....

Address .....

City ..... Zone ..... State .....

"We repeat the same copy in different media and to different audiences, and it works because we're getting results." This is the ancient fallacy, "You can't argue with success." But we can argue with success. If you had changed pace and used fresh appeals you might well have gotten much better results, as some advertisers have proved. Playing the same record over and over may get you some business, but it may drive away more.

Fred DeArmond

The Mycroft Press  
Springfield, Mo.

### marketing on the move

What a wonderful job you have done with the Nov. 10 issue of *Marketing on the Move*!

I have already started to use it effectively. Your addition of the analysis of the metropolitan markets will be particularly useful to all of those engaged in consumer goods marketing.

Hector Lazo

Chairman, Marketing Area  
Graduate School of Business Administration  
New York University  
New York, N. Y.

I have just finished reviewing the Nov. 10 issue of *Sales Management* and find it to be the best on the market today.

I am writing you with a request for permission to reprint some of this material in our *Annual Marketing and Suppliers' Guide*. The staff of the Association is in agreement that this type of information will greatly influence our tire dealers to better understand the potential growth of our country and of their own particular area.

Fotis N. Karousatos

Research and Planning Manager  
National Tire Dealers and Retreaders Assn., Inc.  
Washington, D. C.

### reach of interstate tax law

My appreciation to you and the author for "The New Interstate Income Tax Law and What It Means to Sales Executives," which appeared in the Oct. 16 issue.

This type of article, I believe, is of particular usefulness to all of us in the sales field.

Raymond L. Rawls

Assistant Manager  
Sales Control Dept.  
Continental Can Co., Inc.  
New York, N. Y.





## Farmer of the future—

Within the next decade U.S. farmers will feed an exploding population, 25% higher than today. Farms will be much larger; in the Corn Belt from 300 to 500 tillable acres, representing a capital investment of \$200,000 and up. As farm size increases, there will be a greater dependence on mechanization, with special emphasis on materials handling machinery.

According to the experts, the farmer will become more of a "manufacturer," assembling "packages of technology" produced by others on a custom basis. The farmer will learn to use vast amounts of credit, buy and produce to more exact

specifications, avail himself of established services. Farm supply organizations will be larger, more specialized and offer more service with their products.

To chart the coming revolutionary changes in agriculture, **SUCCESSFUL FARMING** has called on some of the country's leading agriculture experts, for a series of articles titled "Blueprint for Farming in the 1960's," so SF subscribers can see their future more clearly and plan accordingly.

This series is a continuation of the service that **SUCCESSFUL FARMING** started in 1902—to help SF farmers plan better, work better, learn more and live better. Such SF service to farmers and farm families has given **SUCCESSFUL FARMING** a degree of influence with its market that no other medium can match.

The country's best farmers are one of today's choicest class markets. SF subscribers had an estimated cash farm income of \$12,120 in 1958; and have averaged around \$10,000 for more than a decade. If you are looking for quality customers, **SUCCESSFUL FARMING** can find them for you quickly and cheaply. Any SF office can give you the details.

*Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans.*

## Successful Farming

. . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

Sales Management January 1, 1960 25

*The Marketing Team at Lukens Steel Talks to Chilton*

**“...the value of business magazine advertising**

**convinced it**



Records indicate that the iron and nail works where Lukens Steel Company had its beginning was the earliest establishment of its kind on the continent. Lukens, which celebrates its 150th anniversary in 1960, has operated continuously at the same site since its inception. This now covers over 700 acres, in Coatesville, Pa. Lukens is acknowledged to be one of the foremost producers of specialty carbon, alloy, armor and clad steel plates and includes among its facilities the world's largest plate rolling mill. To serve its many customers in widely diversified industries, Lukens has recently completed a major expansion program making it the nation's third largest steel plate producer.

At Lukens one finds every evidence of aggressive, up-to-the-minute business practices, including an energetic and well-integrated marketing team. This group includes John H. Faunce Jr., Director Market and Commercial Development; Henry F. Peters, Manager Market Development; W. Harrison Lackey, General Manager Sales; Charles A. Carlson, Jr., Manager Field Sales; and Hambleton Shepperd, Manager Advertising and Sales Promotion.

We recently enjoyed the opportunity of talking with each of these executives about the use and value of the business press. Here are the highlights of their remarks...

# is sometimes hard to measure, but we are pays dividends"



**1 Mr. Faunce says,** "We consider business magazines the most important link in our communications system—a thing of major importance in a nation-wide operation such as ours. We use the medium to communicate the company name, its products and its capabilities to a vast and complex group of specifying and buying influences. Except as indicated by requests for literature and inquiries, the value of business magazine advertising is sometimes hard to measure, but we are convinced it pays dividends if well planned and well placed. And among other important reasons for advertising on a regular basis is the constant change in our audience—new men coming along in industry, new purchasing personnel, and the like."

**2 Mr. Lackey says,** "Business magazines are a tool which can be used to great advantage by a sales

manager and his staff. They are a ready and reliable source of information about new process and product developments; changes in geographical location made or contemplated by customers and prospects. They keep us alert to new product lines and they inform us of important personnel changes throughout the industry among current and prospective customers. In a word, they provide an excellent line of communication between those who sell and those who buy. And, after all, knowledge of the market is a basic ingredient of successful selling."

**3 Mr. Peters says,** "Because of our recently increased production facilities, we have great interest in expanding into new fields. Business publications have proven to be highly effective in helping develop new markets. They make it possible for us to pinpoint our messages to groups of special importance to us and to tell our story in a way that is of special interest to readers and of greatest value to us. We do not consider any segment of our marketing program complete until we have carefully discussed and evaluated the part advertising is to play. This applies both to immediate and long-range plans."

**4 Mr. Carlson says,** "Because the business press does so fine a job in reaching the influential materials pur-

chasing and specifying influences in our many markets, it serves best to carry the Lukens story to those markets. Our business magazine advertisements serve as a door opener for our sales engineers and make initial contacts throughout the breadth of a market which would otherwise be impossible to make, regardless of the size and depth of penetration of any sales organization. It is our job not only to increase sales among our known customers and prospects, but to find and develop new prospects. The business press helps develop the leads so necessary if we are to succeed."

**5 Mr. Shepperd says,** "We use the business press to influence the people who influence the purchase of the products we sell. Because of the diversity of the primary and secondary markets in which we find users and sales, we must use business magazines to carry specific segments of information to specific audiences in special markets. The specialization of the business press enables us economically to cover the availability and diversification of Lukens products as they apply to the individual market or industry. We find we can talk to specific audiences without waste and we are convinced that the believability of our message is enhanced in direct proportion to the reliability of the editorial material directed to the same audience."

Business publications serve an area unduplicated by any other selling force. They make it possible for you to talk with customers and prospects on common ground—at a time when they are seeking information and are most receptive to your message.

Chilton is one of the most diversified publishers of business magazines in the country—a company with the experience, resources and research facilities to make each of 17 publications outstanding. Each covers its field with the dual aim of editorial excellence and quality-controlled circulation. The result is confidence on the part of readers and advertisers alike. And confidence is a measure of selling power.

# Chilton

**COMPANY**

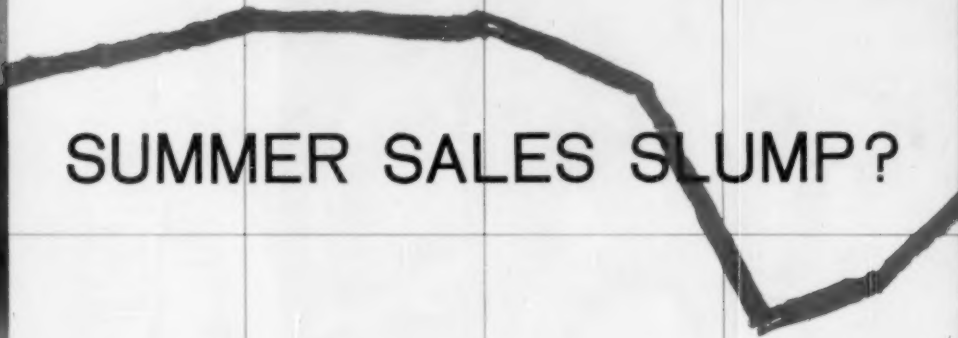
Chestnut and 56th Streets  
Philadelphia 39, Pennsylvania

**Publisher of:** Department Store Economist • The Iron Age • Hardware Age • The Spectator • Automotive Industries • Boot and Shoe Recorder • Gas Commercial Car Journal • Butane-Propane News • Electronic Industries • Aircraft and Missiles • Optical Journal & Review of Optometry • Motor Age Hardware World • Jewelers' Circular-Keystone • Distribution Age • Product Design & Development • Business, Technical and Educational Books

**Sales Management January 1, 1960 27**







# SUMMER SALES SLUMP?

Inevitably! Until managements learn—as many have—

*That there's no law which says there must be one.*

*That summer sales slumps can be prevented.*

*That summer can be a major opportunity for plus business.*

*That for many, summer slumps are only a state of mind.*

There are many companies which have licked *their* summer slumps and there's no reason why your company can't be one of them. We'll bet our two weeks in August, however, that in every case the first and fundamental step these successful companies take is advertising—advertising in good business publications.

Why? Because unless your customers, your distributors and dealers, your industry universe, are convinced, too, then the summer slump has *you* licked before you start.

Contact your Bill Brothers Publication representative today for ideas for making your 1960 summer a more profitable one.

Fast Food  
Floor Covering Profits

Modern Tire Dealer  
Plastics Technology

Premium Practice  
Rubber World

Sales Management  
Sales Meetings

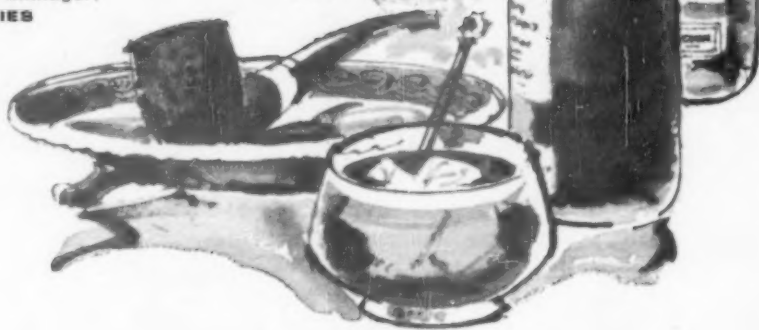
630 Third Avenue  
New York 17, N.Y.

333 N. Michigan Ave.  
Chicago 4, Ill.

1212 Chestnut Street  
Philadelphia 7, Pa.



**ARCHIE STUART**  
Washington State Manager,  
**DANT DISTILLERIES**



## **"In Tacoma local coverage is a must!"**

"We consider Tacoma a separate and distinct trading area within the district we cover," says Mr. Stuart. "Tacoma represents a very substantial part of our total sales potential, and our experience definitely proves that the Tacoma market cannot be covered sufficiently by Seattle newspapers. Effective *local* coverage, as provided by the Tacoma News Tribune, is the only answer."



### **Think Twice About Tacoma**

The Tacoma Market, Washington State's 2nd Market, is intensely covered by the State's 2nd largest evening newspaper, the Tacoma News Tribune. No Seattle newspaper has more than 12% coverage in this area. Circulation of the News Tribune is now nearly 85,000.

## **TACOMA NEWS TRIBUNE**

Represented by **SAWYER-FERGUSON-WALKER COMPANY, Inc.**

New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

## Why a Summer Issue in January?

Very likely you feel bushed because you had to shovel out your driveway this morning. Or, if you are trying to recapture your lost youth, you may be planning a skiing holiday this coming weekend.

And here comes Sales Management with a summery cover and many features on overcoming the summer slump! How come? Are the editors calendar-crazy? Are they devoting an issue to the handful of readers in Argentina or Australia?

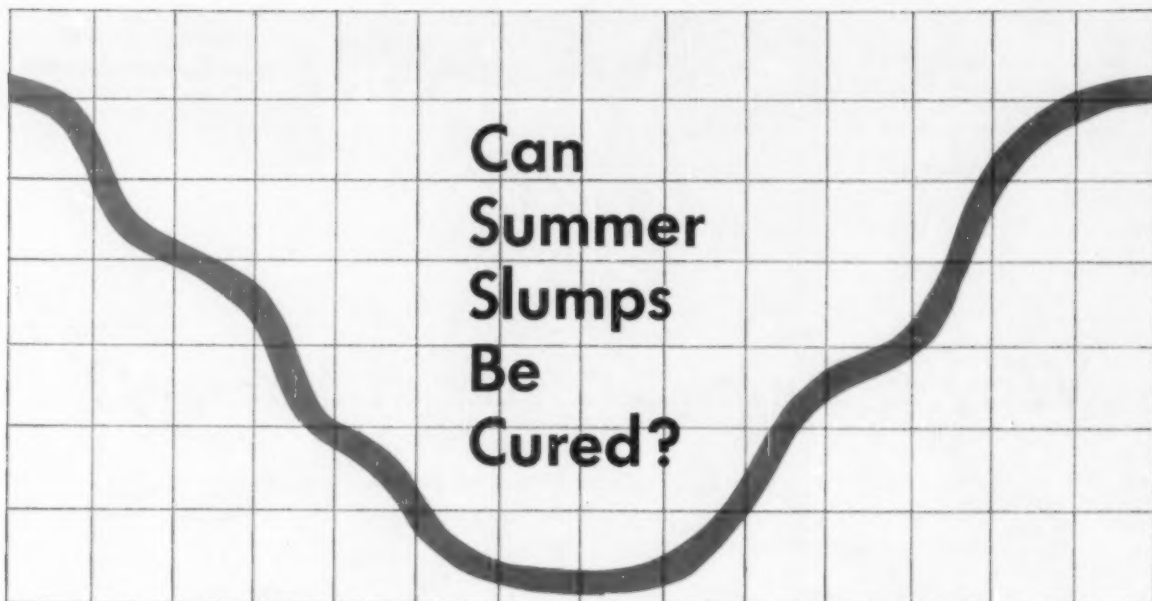
The answer is simple. Last summer through personal contacts and correspondence hundreds of sales and advertising executives told us, in substance, "Every year we tell ourselves that next summer we will really DO something about keeping up our own sales and our dealer and distributor sales—but then, before we know it, the hot days are upon us, and it's too late to do anything effective."

This is the time to plan for the summer—not May or June. It is the time to:

1. Arrange salesmen's vacations so that the majority will be on the job in July and August.
2. See to it that the advertising budget and the lists include normal consistent pressure next summer.
3. Plan for exciting new things for July and August (when it's so easy to get attention because so many of your competitors are taking a siesta) such as taking the wraps off a new model, staging a contest, arranging store promotions.

Say to yourself, "We will not take a marketing vacation this summer. We will lay our plans now, get everything buttoned up in readiness for taking advantage of a good business climate and the sure knowledge that some of our competitors will be giving us pretty much a clear field."





## Can Summer Slumps Be Cured?

**Summer sales slumps have been around for years—but we've never really known the reason why. Now the answers to SM's 1,000-reader survey tell us, in a startling disclosure of summer inertia—but it's not the customer's inertia, it's the marketer's.**

**J**ust what is the summer sales slump? What are its characteristics? . . . Who has it? . . . What is being done about it? . . . Can this malignancy be cured?

To get a firsthand view of this slump, Sales Management queried some 1,000 readers in all major industries. We wanted to know if there really is a summer slump, or if it is just an obsolete term left over from the days when half the population spent the summer plowing the fields instead of buying. We found out.

There is a summer slump, and it's a whopper. In fact, fully 45% of the companies we heard from had one last summer. The figure includes just under half the industrial marketers responding, and about 38% of consumer goods companies.

This then, leaves a slim majority of companies without summer slumps . . . or at least appears to. The picture clouds somewhat, however, when we look at the reasons given by these companies as to why they do not suffer in summer.

Just over half of them say that the summer is a peak season. A substantial number of these, however, attribute their summer peaks to the fact

that they supply goods to manufacturers or retailers with peak fall activity. But many of the customers had substantial summer slumps, which means that the supplier also had a letup—caused by the summer—earlier in the year.

Among those respondents with springtime "summer" slumps were:

- A large number of companies whose peak is caused by the annual summer "tooling up" in the auto industry, and who feel the auto industry's summer cutbacks some months earlier.

- Hardware, clothing, furniture, toy manufacturers who are filling wholesaler orders for the peak fall retail season . . . but who suffer summer-caused slumps earlier when wholesalers trim inventories for slow summer retail seasons.

So, if we add those companies with summer-caused "spring" slumps to those with their slow season actually in the summer, the outlook becomes darker indeed.

Even grimmer is the fact that after the 27% of companies whose business depends on economic cycles and Government spending is subtracted, we

are left with only 19%. This percentage represents companies who overcame the slack season by themselves. That's not very many, considering the number of years most of them and their slumps have been around.

But there is one bright note. Last summer seems to have been the first one in which most of these companies succeeded in licking the slump. For several others, it was probably the second or third. In other words, there are far more companies now that have beat the summer sag than there were a few years ago . . . and if the number of companies that still have their slumps but have instituted new programs to overcome them is any indication, there will be a lot more with good summers next year.

Although many of the companies burdened with this slow season have begun to fight their way out, it is sad but true that they are still well in the minority. The majority seem content to stay where they are.

For example, a big 72% of companies with slumps said that this past summer their total marketing efforts directed at consumers were only about the same as, or even less than, the average for the rest of the year.



When the slack-offs due to hidden or psychological reasons are added in, and a possible trace of fibbing is accounted for, this 72% probably comes out even higher. If these companies don't like slumps, their marketing efforts don't show it.

When the marketing programs of respondents with summer slumps are broken down into salesmen motivation, sales promotion, and advertising, the widespread indolence becomes even more evident.

Motivating salesmen turned up as one of the stronger points. An impressive 28% of companies reported that they either increased the pressure on their salesmen or had supervisors work more closely with the field men. Another 14% relied on contests and extra bonuses. Both of these are usually effective ways of overcoming two of summer's most crucial problems—getting salesmen to increase their number of calls per day, and getting them to ferret out more new customers—both against the natural inclination to slack off.

► More than half the companies, however, didn't even hold an extra sales meeting. Some did nothing at all; most relied on some advertising or an extra piece of direct mail or point-of-purchase material to "motivate" the salesmen. (True, these are fine for helping the salesman make the sale, provided he is motivated to make the call in the first place!)

Sales promotion showed up even weaker than salesmen motivation. Significantly, an amazing 38% of companies we asked to name one good bit of sales promotion they did last summer did not even answer the question. Fully one quarter of those who did answer the question relied exclusively on such negative tactics as price cuts and credit, dating, etc., as concessions to customers to bring summer sales.

Advertising was even worse. A total of 56% failed to answer the question asking them to name the one best thing they did in advertising last summer. Another 6% merely commented that they "always reduce" advertising in the summer months.

Again, just under a third of the total number of respondents (this time about two-thirds of those who answered the question) reported summer advertising programs designed to help beat the slump.

We have seen that there is a slump . . . and it must be obvious that the great percentage of companies are not exactly breaking records in eliminating it. Why isn't there more activity? Is it because the slump is impossible to eliminate?

Some marketers seem to think so. Every year, space and time salesmen rush to clients with their arms laden with information and statistics showing that people are at home in the summer; that they do read, listen, watch, earn money, spend it and earn more in roughly the same way as during the rest of the year.

Just to keep the record straight, here are a few facts about the summer that are used to stimulate advertising:

- Employment is generally at its highest in the summer months.

- Disposable personal income in the third quarter of 1956 and 1958 was considerably higher than the yearly rate, and second only to the fourth quarter; in 1957, the third quarter was the peak quarter.

- Newspaper circulation in July (the strongest month for vacations and slumps) dips only 4% below the yearly peak.

- The weekly TV audience in August amounts to 91% of television homes . . . compared with 94% in March.

- Summer radio listening is consistently the annual peak.

- Business publication readership, according to a McGraw-Hill study, falls off only 0.8% in July . . . and 90.3% of the publications were read just as thoroughly as in other months.

Every year, the same space and time salesmen who went out loaded with facts come back without sales. Why? There are three outstanding reasons.

Perhaps the most important is that the advertisers just don't seem to have the money. In setting up a yearly ad budget, they will all too often end up by taking summer's money away and adding it to the peak season to give added emphasis. Summer loses out because "last year summer was the weakest season." This system is self-perpetuating. With less advertising, the summer gets weaker; with more ad money, the peaks get stronger.

► The second reason is related to the first. Many marketers seem to be chained to a percentage. The company advertises one summer, and the cost comes to, say, 6% of sales. Someone says, "But we never go higher than 3%," . . . so the next year summer advertising is returned to the shelf, in spite of the fact that sales that summer were the highest on record.

Another strong reason is that the marketer has tried summer advertising, with relatively little result. His feeling is that people will see his ads, all right, but how do you make them go out and buy?

This brings up an interesting point. People do not grow immune to advertising messages with the first day of summer. If they are not motivated to buy, it is often because summer is different from the rest of the year. Nine months of the year, people are perfectly happy to stay indoors all day; in the summer they want out. Of course, other things, such as the day-to-day pace of living may change, but this one indoor-outdoor idea makes a big difference.

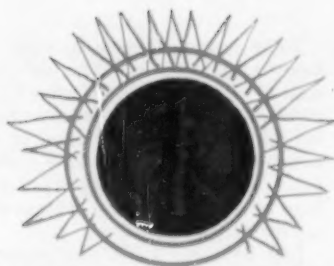
A simple example of how the summer can change advertising strategy is the case of the Pan American Coffee Bureau, a trade group that carries on a particularly active institutional advertising program.

All through the early 1950's, the Bureau had been actively promoting its "take a coffee break" theme. The Bureau was convinced of the value of year-round advertising, and schedules were continued through the summer. Summer coffee sales, however, were down . . . and they stayed down in spite of the advertising. Then, three years ago, the Bureau switched its summer campaign to iced coffee. All ads and promotional materials were designed to convey a feeling of coolness. Although it is impossible to determine the exact effect of these ads on coffee sales, the Bureau reports that the summer slump is getting shallower every year.

► The advertising is necessary to get people into the markets. True, this is of more significance to the consumer goods manufacturer than to the industrial marketer. This means, however, that advertising should assume a more important role in the summer to the consumer goods marketer. It must motivate the consumer not only to buy, but even before that to overcome his inertia and convey himself to the nearest retail outlet. (Fortunately, the growth of huge suburban shopping centers will undoubtedly take some of the sting out of summer shopping, and make the consumer easier to move.)

But the industrial salesman will more than likely find his customer in the same place as usual. His advertising needs only to continue its pre-selling job.

Salesman motivation, then, is the biggest hurdle for the industrial goods manufacturer. But no matter which of the many ways he chooses to motivate his men, the industrial marketer will probably find that the best one is the one that gets the men to make the calls. (One survey respondent said that the best thing he ever did to lick the slump was to air condition salesmen's cars!) ♦



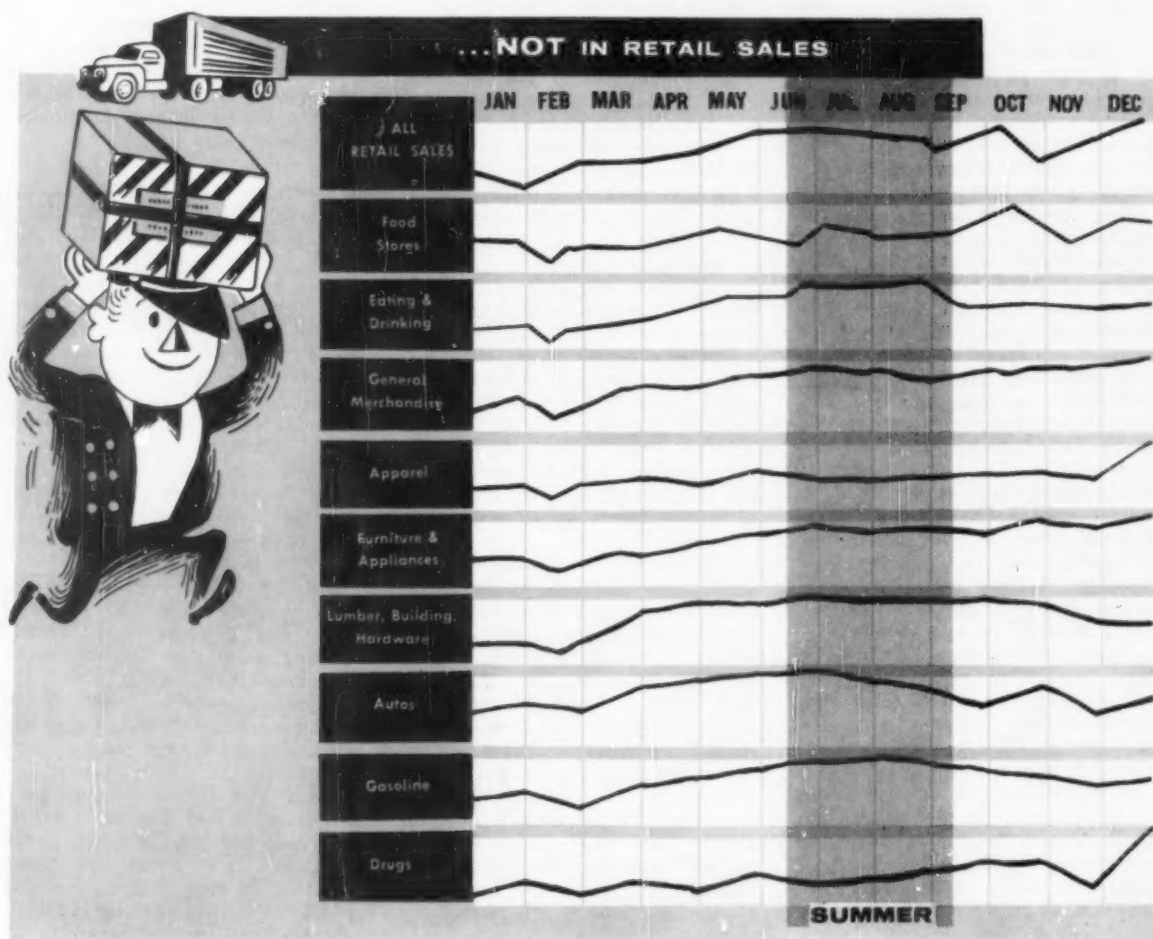
## Where's the Summer Sales Slump?

If your company has one, there's a good chance you're doing something wrong—slacking off on advertising, not developing summer promotions, letting your salesmen take it easy. And maybe you're giving the competition a break.

Look at these sales curves from the U. S. Commerce Dept. Retail sales in almost every

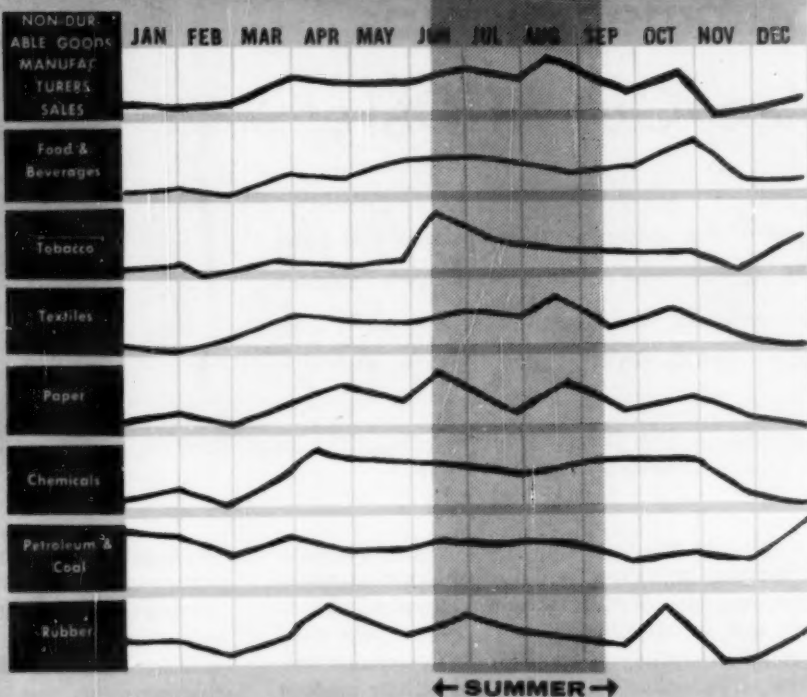
product classification continue strong in summer. Manufacturers sales, for both consumer

and industrial products, frequently show up best in the summer months.

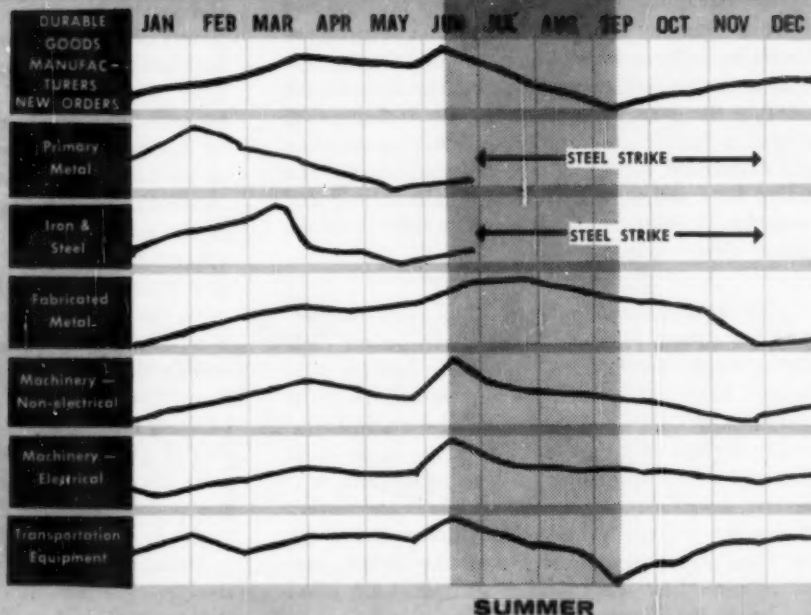




# ...NOT IN MANUFACTURERS' SALES OF CONSUMER GOODS



# ...NOT IN NEW ORDERS OF INDUSTRIAL PRODUCTS





# Summer Slumps Are Out of Date!

Most of the uncomfortable angles of the good old summertime disappeared with modern conveniences, but the image lingers on in marketing hangovers . . . ad letups, for instance.

By THOMAS B. ADAMS  
President, Campbell-Ewald Co.

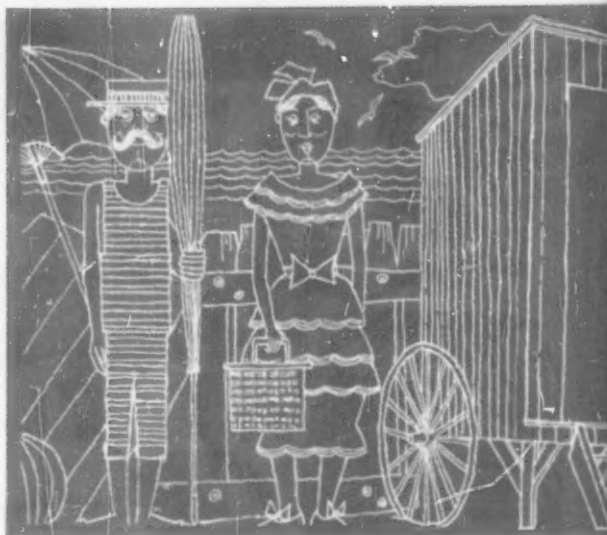
In the days when wool suits were worn throughout the year—high shoes were summer as well as winter wear, and screens were unknown, as were electric fans and air conditioners—there was a very good reason for reducing one's activities in the summertime. Physical limitations on comfort and activity made it necessary to reduce exertion to a minimum. The ladies in their whalebone corsets and the nation's business volume both felt the discomfort of being squeezed down to minimal proportions during the long summer days.

The corsets have long since been consigned to oblivion, but the whalebones on summer business and advertising activity still persist. They are perpetuated in business patterns which accommodated the necessities of an earlier day, necessities which no longer exist.

Within the past three decades the real physical foundation for the summer hiatus has been substantially eliminated. Cool clothing, air conditioning, less heating diets, and shorter working days have produced a vocational climate which is no more difficult in the summer than it is in the winter.

► In the field of communication, the "quiet summer" concept is strong. Many advertisers who pursue their customers relentlessly from September through May abandon them to competitive products during the summer months. It would be difficult for many advertisers to explain why they yield the stage to the blandishments of the swimming pool manufacturers, tour directors, resort owners, and bikini fabricators during the summer—especially since this is the period of the year when communication would meet with less competition from their year-round rivals than at any other time during the 12 months.

This abandonment may be based upon the belief that only trivial purchases are made during the sum-



mer months and the big guns must be saved for competitive advertisers when the autumn blasts begin. However, today such capital purchases as swimming pools, motor launches, trips around the world, and vacation homes at the beach are financed on long-term payments, just as are the older forms of capital goods. The capital goods manufacturer who abandons communication with his customer in June, July and August may find that during this period his customer has made commitments to the summer advertisers—commitments which preclude the purchase of the winter advertiser's product. When the heating system and swimming pool are both financed over a long period of months, they become directly competitive as year-round items on the family budget.

► Actually, summer offers some unique opportunities for building brand awareness and a concept of superior service for a product. With the consumer relieved of the urgency of making a snap decision and in the more relaxed attitude of summer living, the advertiser has an opportunity to do an institutional or educational job which will redound to his benefit come the "hard-sell" season.

Advertising media also could be far more aggressive in their summer efforts. To illustrate, it would seem that one of the greatest opportunities for expanding the television medium would be through the sale of portable sets which lend themselves to outdoor use during the summer. But the industry offers the poorest fare during the very season when the portable sets would be most useful.

Although this is a "which-came-first-the-chicken-or-the-egg" problem, it is obvious that if the industry is interested in broadening the possibilities of television viewing, it will have to take the initiative in providing better summer programs. This is the only





point in the cycle at which the industry can control or influence the number of portable sets in use.

It is apparent that the summer cessation of activity has weather as its foundation. But in a market as big, as diverse, and as variable as the American market, it is evident that no one marketing policy based on weather can be effective. If a slackening of activity is reasonable during the Texas summer, is it equally reasonable in Minnesota? Because the tempo slows down in Florida, should we reduce summer sales and advertising activity in the Pacific Northwest? We are hearing more and more of market segmentation—of treating portions of the total national market according to their own particular needs, rather than trying to plan as though the more than 50 million American families all had the same aspirations, problems and needs. In no area does market segmentation offer more reward than in this area of weather motivation.

Most of us look at the summer slump from a purely national, economic viewpoint, but there is an

urgent reason for reappraising it in the light of world conditions. As every businessman knows only too well, for the first time in 40 years American industry is in direct competition with foreign economic systems.

In view of our high labor costs and built-in capital commitments, it behooves American industry to maintain optimum production throughout the year. By continuous operation, the investment per machine operating hour can be substantially reduced; and this saving can be reflected in competitive world prices. In what better way can American business reduce the dollar investment per productive hour than to lick the summer slump—and thus level out the annual production cycle?

A "summer slump" complex leads to a summer let-down—in sales effort, promotion effort, and advertising effort. Almost invariably, it costs more to build up momentum again than it would have cost to sustain a steady, consistent drive.

Is your "summer slump" necessary? ♦



### An Adman Who Thinks Like a Salesman

This fast-mover doesn't know what slump means. Thomas B. Adams made the story-book climb to president of one of the country's top agencies, Campbell-Ewald, at the age of 38, less than two years ago. C-E handles Chevrolet among other accounts.

Tom Adams got his basic training as a radio copy writer nearly 15 years ago. Then, as head of a field staff serving Chevrolet

dealer associations in a number of cities, he learned selling from the industry that wrote the book. From this post he moved up to account executive for the Chevrolet used car account—a post that started from scratch after the war.

Adams' administrative abilities, combined with his other talents in preparation and presentation, won him the top spot.



## Steps to No-Slump Selling

There's no one closer to a sales slump than the salesman, who takes the blame, loses out financially . . . and is probably in the best position to do something about eliminating it—with the right kind of help from you . . .

By WILLIAM J. TOBIN

One of the surest ways to beat a sales slump, summer or otherwise, is through salesmen. A confident sales force, buoyed up with the best possible sales tools and advertising support—perhaps even given extra incentives, for an extra push—cannot help but make an impressive showing, especially in summer, when temperaments ease like the weather, and tensions fold up with the electric blanket.

Before he even starts his planning, your salesman has the advantages of longer, more pleasant days and a more casual selling atmosphere. This combination of increased get-around-ability and decreased resistance should mean much, much more potential.

The rest is up to you. If you'll really make an effort to capitalize on this summer-susceptibility, instead of falling into the summer-slump frame of mind, you may be surprised to find that summer is really a time for selling. Here are ten ways to get started:

**1. Plan early to give your salesmen special summer help.** This includes not only specially slanted advertising, but updated sales tools and sales promotional material, checking past rec-

ords to anticipate seasonal difficulties.

Any salesman will have more enthusiasm to pass on to his customer if you send him out with new, updated material on which to base a new, inspired presentation. This is a good time to freshen up your sales aids—from outdated statistics to old-fashioned physical appearance. Up-to-date figures on sales, industry and markets are already becoming available from your trade associations, from Government agencies, chambers of commerce, newspapers and trade publications. They're at their most impressive when they're hot.

Get the good news about your product's summertime sales growth, market acceptance, to customers and prospects just as soon as possible. A skilled sales promotion man can uncover a dozen good talking points in just about any statistical tabulation. Use the good news to ask for more business. Sell sales and market trends. Where do sales records show your product winning new groups of buyers, penetrating new markets, finding new uses in the summer months? Your analysis of monthly market-sales statistics will provide you with the answers. This is important news to your salesmen and your customers be-

cause it points the way to new selling, buying and profit opportunities.

Sales promotion and merchandising activity is especially important in slow seasons. Much of the material that you've used in other months of the year will work in the summer. Some will have to be re-vamped—other parts will require but slight modification.

**2. Help your salesmen to make the most of summertime advantages**—all the way from the seasonal specialties of your product to the extra potential of certain summertime prospects.

Just what are the many and varied uses salesmen and customers find for your product and services in the summer months? What new uses can you invent? New seasonal uses are constantly being discovered and improvised, even for the most common of products and services. A minimum of research before the summer selling season will uncover those having an important hot-weather application—in time for your salesmen to make maximum use of them in anti-slump selling. These new discoveries will suggest still other ways to generate new selling enthusiasm and to exploit summer selling opportunities.

Encourage related-item selling. Tie sales of related items, that are somewhat slower to move, to items with hot-weather appeal. Salesmen tend to neglect the slow movers and thereby lose out on a lot of tie-in sales. This is a sales training challenge for sales management. What are the natural tie-in items to sell with the big in-demand summer items? And what are the possibilities for off-season products? Northern city retailers sell bathing suits in the winter to city dwellers in the market for winter vacations in the South. Shoppers in men's stores, purchasing summer apparel, are urged to buy overcoats on the lay-away plan. Reason-why sales training will help salesmen sell more, logically related items in periods that normally appear to be off-season but prove to be the reverse when creative selling, sales thinking comes into play.

There may be certain classifications of your customers that have special need of your products or services during the summer months. An extra sales meeting could pass this information to salesmen, give them the particular emphasis to take on such summertime prospects—build up their enthusiasm on a new tack.

At the same time, let salesmen know what to expect in customer difficulties during the summer season, and how to handle such situations. Common difficulties anticipated by a typical group of companies include: drop-offs in quality of work . . . production snafus . . . delays in processing and shipping . . . an increase in customer complaints . . . improper or inadequate servicing of customer requests . . . confusion caused by temporary summer replacements . . . an increase in employee grievances due to stepped-up work pressures caused by reduced staffs. Figuring out ways your product can eliminate, or alleviate, these problems may suggest many a new way to start a profitable summer sales talk.

**3. Make a special effort to inspire your sales force,** with such extras as a summer sales convention, contests, increased incentives. For instance, a summer kick-off sales convention can suggest new ways to prospect—good any time of year but especially valuable in raising flagging spirits at the

start of a supposedly low season. And it's a good time to rebuild company loyalty, so helpful to inspired selling.

Special incentives, in the form of bonuses, higher commissions, will also make that extra summer push worth the salesman's extra effort. Contests will bring the individual competition factor into stronger play. Sales incentive houses are thoroughly experienced in these areas and are qualified to advise you about sales incentive plans and seasonal contests and prizes that inspire a maximum of new selling effort in the summer months.

**4. Train your men to extend the selling season.** When salesmen sold anti-freeze in October instead of November (the experience of one of the biggest oil companies), sales jumped 17%. Where will an advance selling of fall business, this summer, help your salesmen sell more to more of their contacts?

This will also give your men a fast start on their second 6-month sales goals, the high of the year in many industries.

**5. Capitalize on vacation planning,** both your salesmen's and their customers'. You may find that re-scheduling salesmen's vacations, wherever possible, will help keep them around in a season when competitors' men are off the job.

This is also a time to build on customers' post-vacation good moods. A relaxed, refreshed individual is likely to be anxious to get back into the swing of business and may be more receptive to suggestions for investing his time and money in your products and services.

Don't let "Closed for the summer" signs fool you. "Ordinarily," reports an observant salesman, "I would be licked, when telephoning for an appointment, to have the sales contact tell me that the company was shutting down for a couple of weeks' vacation. But," he continued, "I learned by chance that plants usually use this shutdown period for a good house cleaning and general maintenance work. Some of the top brass is nearly always present to supervise the proceedings. This is a wonderful opportunity for a discussion of my products because these are the very

people I would normally call on and sell. Now I'm looking for plants closing down on employees' vacations."

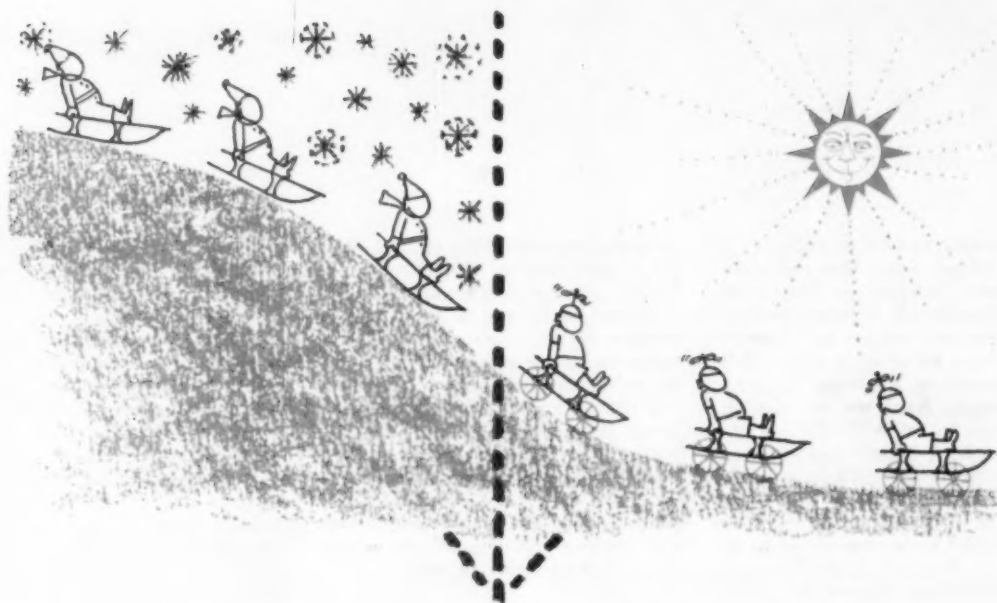
**6. Play on comfort as a selling aid** (your salesman's comfort and his customer's). There are ways to beat the sales-lulling effects of summer heat waves. Customer-salesmen bull sessions can be held in air conditioned restaurants and clubs. Open-air selling is a natural sales-booster in the summer months because of the pleasant activities it usually accompanies. Urge your men to take customers golfing, to ball parks, on boat trips. It is a significant, and sometimes overlooked, business fact, that a fairly large volume of sales can be credited to fresh-air, summertime salesmanship.

**7. Help your men to plan their time for increased contacts.** With salesmen able to get around more easily and see more prospects in the clement, longer days, you may find that stepped-up call schedules and quotas (and sales!) keep them on their toes. Scheduling more calls in the middle of the week—Tuesday, Wednesday and Thursday—may enable them to catch and sell sales contacts who take long weekends.

Train them to make the most of their time by evaluating prospects' sales potential. Salesmen who take the time to plan their calls in advance, who seriously attempt to qualify each prospect's ability to buy, have more time for selling in the summer months. Will the prospect be in? Is he the real Mr. Rightman? Can he make a buying decision now? When it is a group purchase, can the non-vacationers put the OK on the salesman's proposition? Will more in-between calls, more stop-overs, make better use of traveling time? Just how long should salesmen wait? Trucking industry salesmen experimented by limiting waiting time to 15 minutes on summer calls and found sales benefited considerably.

**8. Utilize any possible leftover time with retailer training.** You can profitably re-direct the sales efforts of your salesmen in the summer months, particularly if the "no-sale" signs are out in earnest, with a little advance plan-

(continued on page 84)



## What's the Summer Slant For Your Winter Wares?

Today's sales chiefs have a new responsibility—beyond selling the products, they must often figure the products to sell. The entire diversification program is in line with beating sales sags.

By ALAN BERNI  
President, Alan Berni & Associates, Inc.

A sales chart only records—never explains—a seasonal sales slump. It's up to management to figure out why—and then take action to keep the sales curve smiling.

Many companies run hot and cold in their sales merely because the products they manufacture have only limited selling seasons, or limited market appeal. But in a rapidly expanding trend toward diversification, these manufacturers are finding reasons for keeping both plant and personnel busy year-round, and for building a company reputation in diverse markets. New products add zest to a sales program, and more selling seasons to business. And a diversified

line can keep profits building, instead of starting seasonally from a comparative standstill.

Just where does sales management fit into such a program?

Because so many jobs overlap, it is impossible to say whether the responsibility for any one thing lies with any one title. However, with increased sales the ultimate goal of every diversification step, the job of spearheading such a program lies with sales management.

Sales directors, sales managers are the obvious ones to take the initiative in judging when a marketing situation points to an expanded product line. The responsibility goes on from there.

In this complex world of business, sales and marketing are inseparable from production. While there is no direct link between the two, each must be familiar with, and understand the problems, limitations and aims of, the other.

Now, how does a marketer go about evolving an effective program of product diversification?

First of all you must size up your company and its present facilities, determining what has been done in the past and what products have proved to be the most profitable.

The next move is to analyze your sales forecast and the plans for future expansion. (continued on page 42)





*Maybe it didn't show on your calendar, girls, but we sure had a leap year at The Saturday Evening Post: Advertising revenue leaped over \$97,600,000... \$10 million more than last year!*

*We had the biggest fourth quarter in history... up 39 pages and \$5 million over last year!*

*330 new advertisers hopped aboard the Post in '59 to sell the Post-Influentials. These are the readers who turn and return to your ad page more than 29 million times each issue!*

*Circulation jumped from 6,000,000 with the Feb. 14 issue to over 6,390,000 with the Nov. 21 issue!\**  
*In the first half, the Post outsold the other big weekly on newsstands by 2 to 1 and gained 8 times more circulation!*

*In paid-for, hard-money circulation (no arrears), the Post is the number-one general weekly (ABC Publishers' Statements, June 30, 1959)!*

*Have a nifty sixty! (Bachelors, watch out for Feb. 29!)*

\*Publisher's Estimate.



A CURTIS MAGAZINE

Sell the  
Post-Influentials  
... with  
HI-FREQUENCY  
Ad Page  
Exposure!

## Summer Slant for Your Winter Wares?

(continued)

If intra-company expansion (rather than acquisition) is determined to be the answer, then products must be designed and developed so that they meet the needs of the company's economic growth as well as fit within the limitations of its sales and production facilities.

Today you must begin selling at the very beginning of the sales cycle. You must begin selling even before the product idea has been conceived. Business is no longer a matter of merely selling what already has been produced. The modern marketing operation focuses on the consumer, her needs and desires and, even more specifically, what she will buy in the future.

Because the sales department works daily on a level where the most timely information exists and where action takes place, sales management is in a key position to keep up to date on the constantly shifting retail picture.

This is extremely important in the selection of a new product line. But just as important is the realization that many other things have changed in the past few years . . . things that will greatly affect your selection of a new product or product line.

Materials are different. Household requirements are different. Personal needs and desires are different. But, most of all—people are different.

► So in your thinking, remember that instead of rehashing old ideas and older designs, you must begin with a current need, guided by research in the home, in the plant and at the point of purchase.

Let's take a toy manufacturer as an example of a company that may be ripe for expansion thinking. A toy manufacturer concentrates on two seasons, spring and fall, with peak retail selling periods at Easter and Christmas. Despite a concentrated effort to correct the situation, there is a yearly repetition of sales peaks and valleys.

These lulls in the toy industry are unnecessary, just as they are unnecessary in other industries. During these periods the sales force works harder and makes less—and millions of dollars' worth of production equipment lies comparatively idle simply because the toy manufacturer considers himself to be a one product-line manufacturer.

It would take only minor adjust-

ments on present machinery to change many seasonal companies into profitable year-round operations. The major adjustment comes in altering the image that both the company management and the sales force has of itself.

But a manufacturer is a manufacturer and a salesman is a salesman.

Toys, textiles or notions might be your specialty today, but, with the right attitude, tomorrow you also could be on the profit side of a business as different as housewares or furniture. And, on the other hand, there is nothing to prevent the housewares or furniture companies from manufacturing other lucrative lines. It's all a matter of decision.

With the sudden rise of imports—particularly Japanese imports—that are beginning to threaten more and more industrial fields, American companies are being forced into fresh thinking and new markets. Instead of constantly complaining about foreign inroads into American markets, American producers should study the methods and thinking that have allowed our competitors to make these economic advances.

► In 1959 Japanese exports to the U.S. exceeded \$800 million as against \$229 million in 1952. This is despite pressure from U.S. producers to clamp quotas on some of the more profitable products. Of course, many factors are involved, but note especially the Japanese way of thinking. When the U.S. tightens one market, the Japanese simply turn to another.

Because they must live or die by trade, the Japanese are, out of necessity, beating us at our own game—the game of ingenuity. With ingenuity, small companies in the U.S. can grow rapidly into medium-size companies; medium-size companies can grow larger. But there must be a willingness on the part of management to think big, and to think with open minds.

Once the decision has been made to think creatively along the lines of

new product development, it is then time to bring together all of those elements that will play a part in this new production. This is important because without a true marketing approach even at the design level, a new product can hinder instead of help your sales and profit program.

While in the embryo, or initial stage, the product idea must have the elements of sales success built in. Incubated in a climate of consumer preference, it must feature qualities desired or needed by one or many publics. It must have certain individual characteristics that will make it unique in its own marketing area and then must be engineered to meet these demands in the most effective and economical way.

When the new product has been perfected through engineering, the shell of secrecy is broken and the idea becomes a reality. Now the problem is to clothe this idea in such a way that it will have every advantage of attraction in the marketing world. The aesthetics of a product are just as important as its practicality if sales success is to be achieved.

Next, for a healthy and continuous sales growth, this product must be merchandised in a coordinated and dramatic way. The entire promotional plan must be coordinated so that every merchandising device and every advertisement tells the most important sales story.

Once management telescopes its vision, a new corporate image begins to develop. A company can easily change its name to fit its new plans, but it must also transmit the desired image to its various publics through every avenue of visual communications.

Through the entire program must be felt the hand of sales management, initiating and then guiding a marketing operation whose unity will certainly play a big part in its eventual long-standing success.

A company that is allowed to grow like Topsy, can almost certainly expect a topsy-turvy future. ♦

### Marketing Outlook—Long-Range and Immediate

What will '60 have to offer in marketing opportunities? Why do the experts predict your biggest year yet? For a rundown by SM's Future Sales Rating Board,

See page 68

And what's the more immediate picture for you, city by city? For a forecast of retail sales for February,

See page 78

# Fancy vs. Fact on the Summer Slump

You have heard time and time again—so often that perhaps you are tempted to become a believer—that for umpty-ump reasons the summer months are slow, and there's nothing much you can do about it. There are vacations, the heat makes people lethargic; accordingly, they buy sparingly. And that applies to all consumers, whether of the household or the industrial variety. How much truth is there in the feeling that a summer slump is inevitable? That buying just naturally falls off when warm weather comes? Official government figures\* tell.

## Fancy

*All you have to do is to study census figures. They'll prove that retail trade is off from mid-June through mid-September.*

*I can't figure that one out. Certainly people don't eat as much then, or at least of things they buy in stores.*

*Well I guess you've got me on food, but certainly the outside eating and drinking business is off during the summer.*

*Okay, maybe you win on food and drink, but I know darned well the department store sales dry up, also sales of specialty shops.*

*Well, you're talking about soft goods. Hard goods really take it on the chin when hot weather rolls along. Brother—I'd hate to be in the appliance business in July and August!*

*Well, I guess you win on retail sales, but I'm primarily interested in selling to industry, and you're certainly not going to tell me that manufacturers' sales are up to par in the summer months!*

*I guess we've just not averaged. All I know is that our sales are off in the summer, and quite a lot of our customers say the same thing. Maybe we'd be better off if we tried harder, but summer to us has been pretty much of a marketing vacation.*

## Fact

That's what you think. Two years ago there certainly was a letdown in selling during the summer, and yet Bureau of Census figures show total retail dollar sales for those four months slightly above the yearly average . . . and hold your hat now; July and August ranked fourth and second respectively as being the best of the entire year for sales of non-durable items!

Oh, no! Well listen to this: The same Washington continuing census shows June as the best month for food stores, with July tied for second.

Off? Well it just so happens that the two biggest months of the year are July and August in eating and drinking places, and as far as liquor is concerned, the stores do better than the monthly average in each of the four summer months.

Dry up, you think? July is better than average in department stores and so are August and September. July, in fact, is second only to December. And in both men's shops and women's shops the summer averages equal or exceed the year average.

So! Well let me tell you something. Next to December (which is only a smidgeon ahead) August is the best month of the year for appliances, TV and the like. July also is above average, and of course even a skeptic like you will admit that summer is a good period for auto and gasoline sales.

I'll let you decide that one for yourself from just one statistic from the government. Manufacturers' sales averaged \$26,239,000,000 a month in 1958 when we were having a slight recession: The four summer months averaged \$26,406,000,000. And this will surprise you: Only one summer month was below the national average, and that was June. So what's your comeback to that?

That's it exactly. With relatively little effort as compared with other months, both retail and manufacturer summer sales are actually up fractionally over other months. Think what a competitive edge you could gain over sleeping competitors if you went out and slugged for business this coming summer! We only mean keeping up average or normal pressure, but no letting down either with salesmen or with advertising. Instead of being among your poorer months, they well might be your best.

\* Sources: Retail Sales, 1958, Bureau of the Census "Monthly Trade Report," seasonally adjusted, December, 1958; Manufacturers' Sales from Survey of Current Business, February, 1959.



# She's sold!

...and cellophane's "tailored protection"  
made the sale more profitable

Protection, tailored to individual product needs, is just one of cellophane's unique combination of advantages.

Du Pont cellophane's tailored protection lowers the cost of a sale, because the packager can choose from over 100 different types...gets—and pays for—only the kind and amount of protection his product requires. And he profits from the repeat sales assured by proper protection of quality.

In addition, Du Pont cellophane offers the proven sales power of pure transparency, unbeatable efficiency on high-speed packaging machinery, unlimited flexibility of design and vivid color printing.

**PROVE TO YOURSELF** that cellophane can help "buy your market" at lowest cost. Ask your Du Pont representative to give you all the facts.

E. I. du Pont de Nemours & Co. (Inc.),  
Film Dept., Wilmington 98, Del.



Better Things for Better Living...through Chemistry





# 12 Cases of Cured Summer Slump

Problem . . . analysis . . . solution  
. . . here's how 12 organizations,  
with products ranging from soup to  
TV antennas to Irish Whiskey, re-  
fused to accept the classic attitudes  
about summer, and with reshaped  
advertising and sales strategy,  
found there was no slump in sales,  
just a slump in summer selling.



Campbell Soup Co.

Advertising-Promotion

Who likes soup in the summer? Millions do.

The Campbell Soup story is a classic in the whole problem of overcoming a slump in selling rather than a slump in potential sales. Early in the 1950's the company set out to solve this psychological depression.

To be sure, some consumers were less eager for soup during hot weather than cold, but grocery trade interest in featuring soup during the summer months was at a disturbingly low level. Also, food editors of magazines and newspapers appeared to forget about soup from April to October. Campbell's first steps were a series of research projects. Their objective: A comparison of summer and winter eating habits.

Results showed that even on the hottest days soup was an important item in the diet of millions of families—because soup was nutritious,

quick to prepare and liked by nearly everyone. One of the most significant findings was the importance of the "soup and sandwich" meal in summer as well as in winter, both at home and when "eating out." Apparently, here was America's favorite year-round food combination for lunch or supper—unexploited in advertising and practically neglected in editorial writing.

The magnitude of the trade opportunity to merchandise America's favorite light meal in the summertime was borne out by the fact that 37 million school children are home for lunch every day during summer vacation. Forty-eight percent of these children eat lunch at school during the winter, which meant that grocers have the opportunity to sell almost 18 million extra lunches every single summer day. The Campbell sales force did not miss the opportunity to tell this potential-value story to the

grocery trade in their sales calls.

The knowledge gained by the research study opened avenues of major opportunity and all that remained was to translate the knowledge into an effective marketing program. Campbell's executives and its advertising agency (BBDO) conceived two integrated advertising, merchandising and publicity campaigns. The prime one was labeled "Soup 'n Sandwich" and the second, "New Ways and New Times."

A "reason why" line was given effective importance and new meaning in the Soup 'n Sandwich campaign: "Every Cool Summer Meal Needs One Hot Dish." Copy variations of this basic line suggested that "Good Hot Soup Makes Cold Foods Taste Better." The Soup 'n Sandwich campaign was bold and comprehensive—three months long and supported in several of the major national magazines and two network TV shows. The campaign which featured New Ways and New Times was confined to a few distinctively different ads inserted at various times into the print schedule. They actually became a spicy spearhead to summertime publicity on soup. Featured were: "Soup on the Rocks," "Chilled Soups," "Soup Shakes," and "Soup in Mugs." While the campaign featuring New Ways

and New Times sparked an unusual amount of conversation and publicity from many different quarters, the Soup 'n Sandwich promotion offered the real opportunity for sales volume. Campbell gave grocers a timely promotion with healthy tie-in sales.

Coincidentally, the Wheat Flour Institute established "August Is Sandwich Month," claiming that 90 million sandwiches were eaten every day. Naturally, Campbell became a major participant in this huge merchandising activity, along with nearly 400 tie-in companies.

In the few years since the inception of the Campbell Soup 'n Sandwich promotion, trade displays have doubled. Each year, more and more super market operators tie in, and the number of displays, even in the large retail outlets, is constantly increasing.

Additional important attention to soup during the summer has also been reflected in the increased publicity soup now receives from home economists, newspaper and magazine editors, food columnists, etc.

Soup has proved popular as a part of the latest trend in summertime eating—the growth of patio or backyard cookouts. Campbell has helped promote this usage by stressing soup served in mugs, carried along in a thermos bottle, and used as a barbecue sauce. Future plans call for an expansion of advertising and promotional efforts in this area.

All of this activity—the strong advertising support given to this specific, popular summertime eating theme; the increased attention given to this idea by food columnists, home economists, etc.; and the trade's ever-growing enthusiasm for supporting the soup and sandwich promotion theme—has re-

sulted in rewards all along the line in summer, not just from soup alone.

The Campbell sales force has had but from all of the many varied products something tangible and exciting to go into sandwiches. Campbell to the trade during the summer and the grocery trade now realize months; the trade can plan on this healthy relationship of summertime promotion for an extra sales potential soup sales to total soup volume. ♦



**Kaiser Aluminum**

**Advertising-Promotion**

Kaiser Aluminum & Chemical Corporation's recipe for beating the summer sales slump was a cookout contest for men!

Just recently Kaiser ran off its first Annual Kaiser Foil Cookout Championship and found the result so appetizing, the sales seasoning so enticing, it is now laying plans for a second.

Out of its first "For Men Only" cookout, the company learned that a downward trend of sales for household foil during the warmer months was not inevitable. Taking foil outdoors, with the family, revealed a whole new set of uses for the versatile product. Sales took a pleasant upward turn when Kaiser promoted foil for outdoor cooking.

"We aren't trying to level sales out," says Eugene C. Robertson, in charge of sales promotion and advertising for the Consumer Products Division, "we're attempting to bring the low-consumption periods up to the high ones."

In 1958, when Kaiser's marketing team began wrinkling its collective brow over the uneven sales line, the team discovered consumer foil sales shot up during the period that includes Thanksgiving, Christmas and New Year's Day. Sales actually jumped 50% above the average of any other 2-month period during the year.

No manufacturer wants to admit that his product must have a summer sales slump. In a case like Kaiser's, such an admission means grocers refuse to put out floor stacks, aren't receptive to ideas for promotion. And they aren't apt to give extra display space or mention in their advertising.

Kaiser knew its foil had a year-round-usage potential. But homemakers, left to their own devices, hadn't been imaginative in finding uses beyond the old tried-and-true ones. They had learned to use foil in the heavy holiday cooking sprees, for gift wrapping, ornaments, for protection of food in the deep freeze or

refrigerator. But the company knew there were hundreds of other uses.

Kaiser's first attempt to interest consumers in buying and using more foil in July and February and April as well as in November and December, came about in 1958. At that time the company ran a summer outdoor promotion on a limited scale, using some additional advertising and offering, through point-of-purchase, a premium—a Tiki Torch for outdoor use—in a box top deal. It was a modest test but it made its point: Sales of foil would react to a promotion with an outdoor theme. And from that straw-in-the-wind came Kaiser's decision to associate quilted foil with outdoor living and cooking during 1959.

As plans for the Kaiser Foil Cookout Championship got under way, it became obvious that one manufacturer couldn't launch a promotion large enough to excite grocers to the fever pitch Kaiser wanted. Kaiser decided to invite partners into the pro-



Once a day... every day... SOUP!  
CAMPBELL'S attack on the summer slump included series of food tie-ins.



**A HEAVY CAMPAIGN** of advertising-promotion led up to Hawaii Cookout.



## 6 time-shorteners (for Capital V. I. P.'s only!)

1. Time stands still when you take that first bite of filet mignon—cooked just the way you like it on every Capital V.I.P. Flight!
2. Your glass of chilled champagne helps make minutes bubble away. And happy thought: it's all on the house!
3. If you must work, Capital will help you get chores out of the way quickly, painlessly! "Dictet" tape recorders are provided for all of our businessmen V.I.P.'s!

4. Four Rolls Royce jet-prop engines whisk (and whisper) you to New York, Chicago, Washington or Detroit quickly, quietly, in solid comfort!

5. For the lady V.I.P.'s—a shower of flowers when they come aboard the jet-powered Capital Viscount!

6. And after you land, there's no maddening wait for your luggage! You're off the plane and out of the airport, quick as a wink! Did time ever fly so swiftly?

**Capital**  
AIRLINES

Offering more jet-powered service to more eastern cities than any other airline



motion. About 125 manufacturers, selling through food markets, were sounded out on the plan. From these, ten manufacturers, whose products and promotional thinking fitted into the outdoor theme, were signed. The ten were: Del Monte, Carnation, Siz (a fire starter), Adolph's (meat tenderizer), Gebhardt's (hot dog sauce), Campbell's (beans), Best Foods, Squirt, Hills Bros. Coffee, and SOS. Del Monte and Carnation were the two major contributors with Kaiser.

Kaiser's Robertson and William Reilly, v-p of the San Francisco office of Young & Rubicam, and Kaiser foil account supervisor, handled the details. Kaiser picked up the bills, charged its partners in proportion to participation.

► The program got off with a double spread, full-color ad in a June issue of *Life*. A foil-covered insert, containing 28 pages, "How to Become a Cookout Champion—Win with These New Bar-B-Tricks," contained hints, recipes and the advertising of Kaiser and its ten partners. The ad was the largest of its type ever published by *Life*.

The spread was shared equally by Kaiser, Carnation and Del Monte; these three participated in a major way in the how-to-do-it booklet. The other partners bought participation to the extent of two pages each in the booklet. All the partners used other tie-in advertising on their own. And Kaiser ran trade and regional consumer ads, had five commercials about the cookout on its "Maverick" TV show. For point-of-purchase material, the major display was split three ways, to feature the products of the three largest contributors to the program. The other eight bought participation in the P-O-P kit.

Basically, the cookout was a recipe contest. Male backyard chefs were invited to submit their favorite Barbecue recipes. Deadline was August 31. Prizes were \$10,000 in cash and four jeep station wagons.

The final 25 contestants—selected by the home economics staff of Reuben H. Donnelly—to be featured in the cookoff, were flown to Hawaii. With their wives they were Kaiser's guests for a week. On November 14 they went to work at 25 grills at the world's largest barbecue party.

Judges were four of the nation's top food editors and Stan Musial, baseball great and St. Louis restaurant operator.

A week after the *Life* ad appeared a survey was made. It showed that one million families remembered the booklet insert, removed it or planned to do so. Recipe entries were well up

to Kaiser's expectations. And grocers responded enthusiastically. More than 18,000 stores featured point-of-purchase material.

And sales? Results for the promo-

tion period were well above anticipated increases. So much so that the Second Annual Cookout Championship will certainly be part of Kaiser foil's 1960 sales promotion plans. ♦



The Nestlé Co.

Sales Promotion

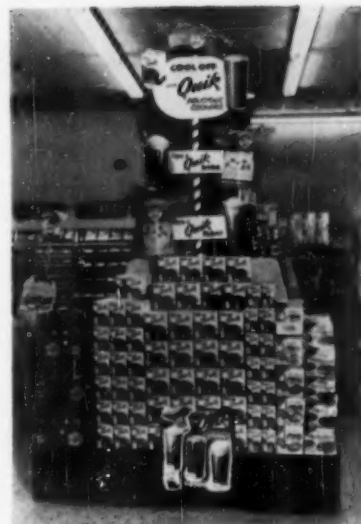
Sometimes the best laid plans, etc., . . . and if these plans include the American housewife and her use of your product, your advertising and promotion can't be too emphatic or too correctly timed if you want to influence her behavior. Take the case of The Nestlé Co. and the summertime drink called Quik, made from a chocolate mix, introduced in 1948.

Quik, originally, was aimed at increasing the company's summer sales. (Many of Nestlé's other products—instant coffee, instant tea, chocolate bars, hot chocolate—have strong winter sales.) But the housewife wouldn't do as she was "told" and often used Quik for hot drinks in winter as well. Soon Quik's sales were hitting a peak in winter, just as all the company's other products. Nestlé then realized that Quik was a year-round beverage and timed its promotion accordingly, pushing summer hard with coordinated promotion and advertising.

An inexpensive "idea" promotion, combined with hard selling, successfully boosted the product's summer sales. Large, attractive point-of-purchase displays tied Quik in with other products. John Fairgrieve, general sales manager, chocolate products, explains that the promotion was relatively inexpensive for Nestlé, yet attractive to retailers and consumers.

In emphasizing that this was an "idea" promotion, Fairgrieve points out that Nestlé did not resort to allowances or other types of more costly deals or "souped-up promotions" involving cash payments to retailers. The Quik summer promotion succeeded because Nestlé's salesmen convinced retailers of the "newness, attractiveness and high profit" they could realize by displaying Quik with a variety of other products. Some popular tie-in items were ice cream, club soda, cookies and potato chips.

The promotion featured three uses for Quik: (1) regular—with milk, (2) soda—with club soda, and (3) float—with ice cream.



NESTLÉ redoubled its store-display efforts to make Quik a summer drink.

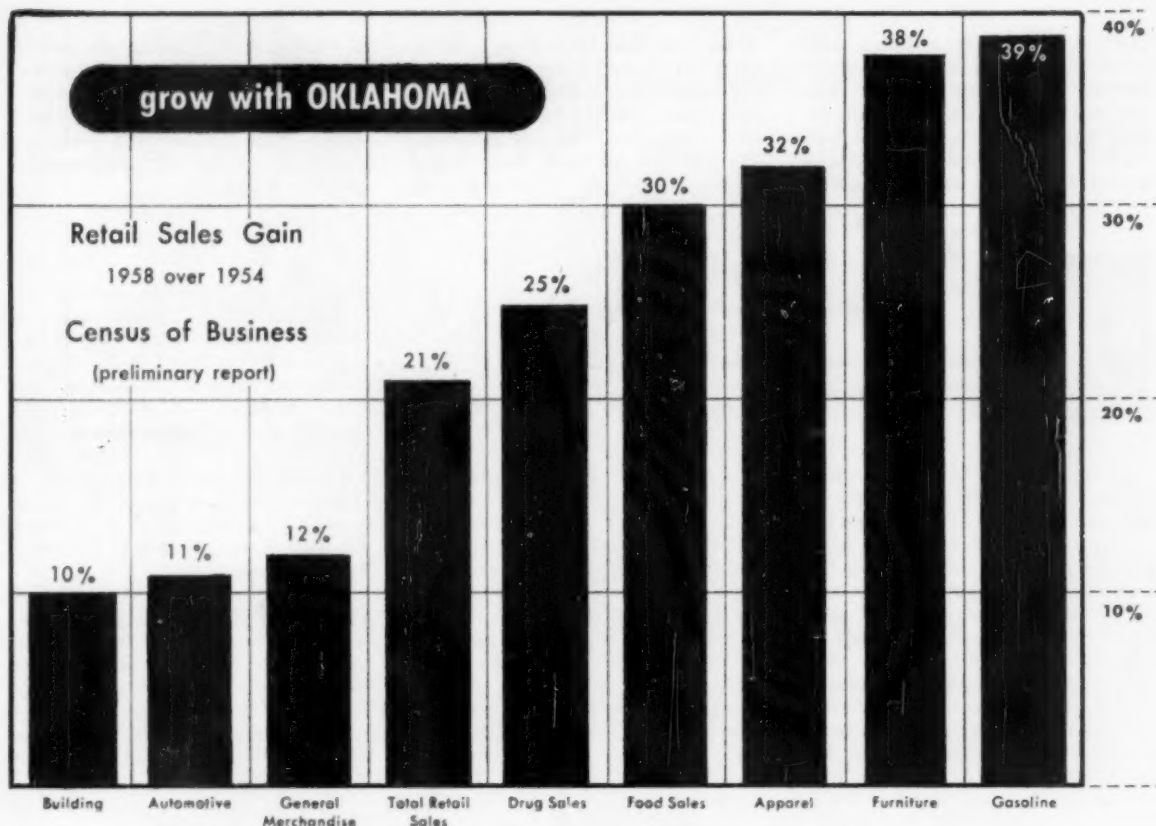
By 1958 the company had evolved a strong national campaign featuring attractive displays and tie-ins. Although Nestlé doesn't disclose sales figures, it is evident that the results were quite satisfactory. As Fairgrieve puts it, the Quik summer promotion is a "necessary, continuing part of our selling effort."

Nestlé salesmen began selling the promotion to retailers about June 1. They sold the retail buyer on the total profit he could expect to realize from a Quik display tied in with several other high-profit products. The salesmen emphasized the new, different, attractive and profitable aspects of such a summer display. No cash or allowance was offered to the retailer.

The entire campaign was backed up by spot television advertising. According to Fairgrieve, the ad budget for Quik was "somewhat higher" in the summer of 1959 than in previous summers.

Nestlé's headquarters channeled statistical data to the regional man-





## 1958 business census confirms Oklahoma City's fast growth

Oklahoma City was confirmed as one of the nation's fastest growing cities in the figures of the 1958 Census of Business. Oklahoma City showed increases in every category of the report and was second only to Houston among Metropolitan areas in the southwest in percentage of gain in total retail sales.

Total retail sales were recorded at \$573,026,000 for Oklahoma City in 1958, according to the report, marking Oklahoma City as a more than half-billion dollar market.

That the growth pace continued in 1959 is shown by Federal Reserve

reports of Department Store Sales indicating retail sales for 1959 will top the \$600,000,000 mark.

Are your sales in Oklahoma sharing in this rapid growth? Get growth in your sales with a solid selling campaign in The Daily Oklahoman and Oklahoma City Times.

These newspapers give you a daily combined circulation equal to 54.1% of the households in their prime 58-county marketing area of Oklahoma where 68% of the state's retail sales are made. Sunday circulation covers 47.4% of the households in the same wide area.

**Circulation Growing, Too!**

Sept. 30, 1959, Publisher's Statement\* shows

total daily  
combined circulation **270,101** Up **10,790**

total Sunday  
circulation **240,753** Up **5,085**

six months average compared with the  
same period of the previous year  
\*subject to ABC audit

# THE DAILY OKLAHOMAN

# OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Company

Represented by The Katz Agency

Sales Management January 1, 1960 49

agers to back up their selling. Individual regions and districts had wide flexibility in selecting the other products which would be tied to the display. Some salesmen suggested Quik displays with completely unrelated items that the retail buyer was anxious

to move at that time. Some even included mops and brooms.

Regional and district managers also had wide flexibility in using contests and other incentives for motivating the salesmen. Vacations were no particular problem, said Fairgrieve, as the

big accounts were always covered by an assigned salesman or his substitute.

It now appears fairly certain that retail grocers will be displaying—and selling—Quik for their own profit and Nestlé's more than ever in the summer of 1960. ♦



**Toro Manufacturing Corp.**

**Diversified Line**

In the power mower industry, sales normally sprout with the spring grass and die in mid-summer. Although last year's sales reached 4.2 million units, compared with 100,000 in 1946, few marketers could boast that they were selling their products when the grass was highest—late summer and fall.

Toro Manufacturing Corp., however, registered a 54% sales increase during this period. Diversification, off-season promotion and year-round advertising helped the company kill its off-season sales droop. Toro, with annual sales last year of over \$18 mil-

lion, developed products with year-round appeal.

Initial major success was the Power Handle, Toro's first product with year-round use. Introduced in 1955, it now accounts for 22% of Toro's consumer line sales.

The Power Handle is a 3-h.p. "lift-off" engine with control handle, a single unit that can power a mower in summer, a snow plow in winter, a tiller in spring and a generator, aerator, pump or sprayer the year through. There are now 11 separate units that can be switched onto the

40-lb. Power Handle in seconds.

In 1958 Toro brought out the Whirlwind with "Wind-Tunnel" design, a 3-season product. It vacuums the lawn in spring, cuts and bags clippings in summer, and mulches or bags leaves in the fall. The Whirlwind's vacuuming action makes for better summer mowing because it "freezes" the grass upright for closer cropping. A Whirlwind rotary unit for the Power Handle was added earlier this year.

Follow-up sales had been unheard of in the industry, says Robert Gibson, Toro's vice-president for sales and advertising. Now, dealers sell the Power Handle, follow in winter with the Snow Hound, a snow removal unit, and in spring with the garden tiller. Other tools are sold throughout the year.

These developments have helped

## Greensboro- GREEN THUMB OF THE NEW SOUTH'S MARKETS 15th in Total Retail Sales

### Quickest Route to Automotive Sales

Greensboro's automotive sales stand out in the NEW South's top 25 markets, bumper to bumper with Charlotte, Chattanooga, Knoxville and other key markets. Drive for greater sales via the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation daily; over 400,000 readers daily.

Write on company letterhead for "1959 Major U. S. Markets Analysis" Brochure of all 292 Metropolitan Markets.



Greensboro, 1st Market  
in the Carolinas,  
79th in the Nation

# Greensboro News and Record

GREENSBORO, NORTH CAROLINA • Represented Nationally by Jann & Kelley, Inc.



what's all this stuff about

"Selling by  
helping people buy"



Come clean, Uncle Schuyler, isn't that just a slick sales approach?



What? You mean men who specify industrial products really need more good information about products offered for sale?



Don't tell me you know how to turn the buyer's problem into a sales advantage for your clients. All right, let's have it...



Now let me see if I've got this straight. First you send your "Ditch Diggers" into the field to find out who has to be sold and what they need to know about a product...



...then you use advertising to give your potential customers the information they need; thousands of them; fast and often.

**I get it!** Soon, most of your clients' prospects are better informed. This helps them make sounder buying decisions, and it sure sets them up properly for your clients' salesmen. Why, that's as easy as taking candy from a baby!

NOTE: The model is the No. 2 child of Bill Brown, Production Manager, The Schuyler Hopper Co.

### The Schuyler Hopper Company

12 East 41st Street, New York 17, New York • LExington 2-3135

"Ditch-Digging Advertising" that Sells by Helping People Buy

REG. U. S. PAT. OFF.



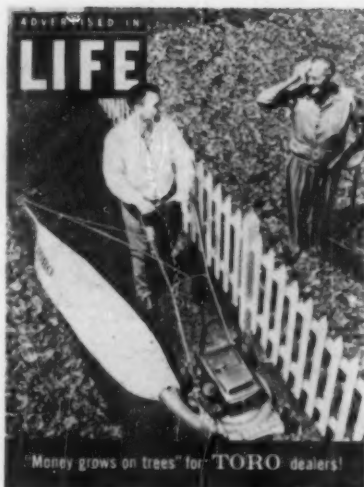
lengthen the Toro sales season, David M. Lilly, president, feels, but leave the basic problem of future business growth and profit insurance unresolved.

To provide for these aims, Toro seeks to add an entirely unrelated product. Developing it internally would be too costly, so the company plans to purchase a going business.

In pursuit of this objective, Toro has set up a product diversification committee comprised of Lilly, Gibson, and two other top Toro executives.

Product diversification, however, is only one of several phases of Toro's program to round out the year's sales. Year-round advertising and off-season promotions help promote the established Toro line, the most complete in the power mower field.

In August, Toro opened a major advertising program in 16 trade publications. Together with fall consumer



**TORO sells mowers and attachments in summer, fall, winter as well as spring.**

advertising — another industry first — this accounted for an important part of the company's 1958-59 budget.

In September and October, Toro ran a "Money Grows on Trees" campaign to show dealers that falling autumn leaves can mean additional sales. This campaign featured a free consumer offer.

Purchasers of Toro's Whirlwind rotary received free two "big bags" with mounting rods, receptacles for vacuuming five bushels of leaves a minute. Dealer displays and mats tied in with consumer advertising. By the third week of the campaign, 20,000 big-bag kits had been shipped to dealers.

What's in the future for Toro? More products, more promotion. Says Lilly: "Our industry will grow at least 50% between now and 1965 and it is the aim of Toro to participate to the fullest in this expanding market." ♦



## The New Yorker

### Sales Promotion

The New Yorker is the leader among general magazines in yearly total of advertising pages, but it has felt the need to wage an intensive campaign to get its summer issues to carry their share of the yearly billing.

If July and August did their part, these two months would carry one-sixth of annual volume. But only one category — liquor — contributed even 10% of the 12-month total. Travel, hotel, and resort advertising came to only 7.99%.

Though August has improved in recent years, The New Yorker says, "July still qualifies as the lowest month."

For the past five years The New Yorker's sales staff has been doing something about the melting ad revenue in July and August. The magazine tells advertisers that "It's always open season in The New Yorker."

One sales presentation emphasizes:

"People live just as actively during the summer."

"People do buy merchandise during the summer."

"People do read magazines intensely during the summer."

It is a fact that department store sales are higher in July and August than in January and February. Among

37 retail classifications that do one-twelfth or more of the year's sales in August, The New Yorker mentions women's and girls' clothing, furs, children's shoes, various household products and appliances, luggage, and auto batteries and tires.

As for readership: July-August magazine circulation figures dip only 1.1% from the year's average. Summer advertisers get greater "visibility and attention" and "impressive results."

The New Yorker arms its sales people with plenty of specific documentary evidence of sales results from summer advertising. It does this in categories such as: books, candy, fountain pens, Hi-Fi sets, housewares, smoking accessories, travel, and women's wear.

But a lot more needs to be done. The light-hearted New Yorker quotes some sobering statistics to emphasize the point.

After liquor, the relatively strongest July-August classifications in The New Yorker in 1958 were passenger cars and vehicles, with 9.81% of their full-year billing; toiletries and toilet goods, 9.41%; food, confectionery and soft drinks, 7.40%, and several groups of apparel, 7.02%.

Lowest ratios — each doing 1/25 or less of their year's advertising in this

2-month period — were household furnishings at 4.01%; men's apparel, 3.60%; radios, TV sets, phonographs, etc., 2.81%, and wine, 2.54%.

But a lot more still needs to be done.

A Sales Management questionnaire recently stirred Douglass W. Lawder, The New Yorker's advertising manager, to put SM's questions to all of his advertising sales people.

One question was: "If manufacturers were convinced that the summer slump can be licked, do you believe that they would place more advertising during the summer months?"

All but one of the salesmen on manufacturers' accounts replied Yes.

The lone exception is a man who concentrates largely on distillers. But another, who works on liquor and other accounts, points out that Grant's Scotch, Paddy's Irish whiskey, Plymouth gin and Ruffino wine were "persuaded to use summer issues to develop brand images." A third says that "such Scotch advertisers as Buckingham, McKesson & Robbins and Black & White have reversed their previous philosophies and now run advertising during the summer months."

(In the following "case" report, SM shows that the Whiskey Distillers of Ireland won response from stepped-up insertions last summer.)

A travel advertising salesman cites air and steamship lines, Latin American and European countries, and 15 New York and 19 out-of-town hotels which advertise in summer in an effort to "build a year-round business."

In addition to several air lines and hotels, another salesman mentions in





**"To inspire more and better suggestions,  
we use sound movies we make ourselves..."**

*says Fred Denz, Manager, Suggestion Plan, Remington Rand Division of Sperry-Rand Corporation.*

"We film many new efficiency-producing methods submitted as suggestions from our various plants and offices. We show these suggestions in use and add our own sound to the film—narration as well as sound effects. The most efficient way I know to do this is with this unusual Kodak Pageant Projector. It records sound on film, lets us change or correct the narration if we want to. (It also shows good, bright movies, and hasn't needed repair in three years of hard use.)

"We show our movies to manage-

ment, supervisors, employees. When they see how easy some valuable suggestions look, they're inspired. New, efficiency-improving suggestions roll in. And at a very low cost."

The projector Fred Denz talks about is the Kodak Pageant 16mm Sound Projector, Magnetic-Optical. With it you can add sound to or update any 16mm movie. You can change sound any time ... to fit different audiences for sales movies, for example. You can even add foreign language narration to a film with no costly problems.

Mail this coupon today for detailed information about this Kodak Pageant Projector.

**EASTMAN KODAK COMPANY**  
Dept. 8-V, Rochester 4, N. Y.

Please send me the literature checked below. I understand no obligation is involved.

- ☐ V3-44 booklet describing Kodak Pageant 16mm Sound Projector, Magnetic-Optical  
☐ Reprint of "Make Your Own Movies," describing the Fred Denz procedure

NAME \_\_\_\_\_  
TITLE \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

*Kodak Pageant Projector* > **EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.**

his list of 11 consistent summer advertisers De Beers diamonds, Philip Morris cigarettes, the Philadelphia Bulletin and TV Guide magazine.

Some advertisers schedule on a "cycle basis, requiring regular insertions throughout the year," says a representative who concentrates on cosmetic and perfume accounts. But

these and others in this classification find their sales "fairly regular throughout the year." One advertises in every season in direct ratio to that season's sales.

An auto specialist shows that nearly all of his accounts advertise the year-round. Others find "summer-time consistency" in hosiery, blouses,

sportswear and sleepwear; in diversified groups ranging from paper and silverware to dictating machines and car rentals, and from foods, drugs, cameras to an investment house.

One salesman reports: "Belgian shoes promoted inexpensive flats and play shoes all through the summer months—and were very successful." ♦



The headline of an advertisement last July asked: "Is it worthwhile to advertise in the summertime?"

On a couponed "summer reading report form," Americans were to make an "X" to tell the Whiskey Distillers of Ireland, in Dublin, that they had read this ad.

At some inconvenience and cost to themselves (air mail 15 cents, surface 8 cents, postcards 5 cents), 2,000 of them did.

In fact, reports Donal Scully, director of the Irish Export Promotion Board, New York, which conducts this campaign, more than half of them also wrote letters.

Many of the letters apparently were inspired both by the product and the advertising copy (by Weiner & Gossage, San Francisco agency).

Said the copy: "We were told never to advertise in Dead of Summer . . . unless we wished to throw our money out into the street." But, "Even if you are gone away surely you will return one day soon and when you do you'll find a stack of journals and this one among them and presently you will open it and eventually arrive at this very page and it being a hot day you'll make yourself a tall glass of something with a burnished, emphatic Irish Whiskey. . . ."

Since September 1958 the Irish whiskey campaign has been appearing every month in The New Yorker (which Scully calls "our keystone"), The Reporter, Saturday Review, Sports Illustrated and The Wall Street Journal.

The Irish, being a perverse lot, actually ran six New Yorker insertions in the third or summer quarter of '59, as against only three in the second quarter and three in the fourth.

The board's \$210,000 annual budget to promote whiskey here is matched by the combined expenditures of the distillers. Thus Irish

IS IT WORTHWHILE TO ADVERTISE IN THE SUMMERTIME?

After the copy comes the text: "The Whiskey Distillers of Ireland have been told by them [The Irish] that we simply must do so much more to reach you than we have ever done before. We have decided to do this, and perhaps to make a record. . . . This is a new idea about the advisability of advertising in Dead of Summer. We were told to do that they said unless we wished to throw our money out into the street. . . . But, even if you are gone away surely you will return one day soon and when you do you'll find a stack of journals and this one among them and presently you will open it and eventually arrive at this very page and it being a hot day you'll make yourself a tall glass of something with a burnished, emphatic Irish Whiskey. . . ."

At the bottom, there is a coupon with the heading "ADVERTISING REPORT FORM" and fields for "Name", "Address", "City", "State", and "Zip".

**THE CANNY IRISH got top readership in 'Dead of Summer.' And coupons, yet.**

whiskey advertising still totals less than \$500,000. Scotch in the U.S. last year got \$7.5-million advertising support. But Irish sales have been only 60,000 cases a year here, as against 6 million of Scotch.

Research (conducted since 1954) showed that Irish-Americans did not favor Irish whiskey over other types of beverages, mainly because they "tend to follow the local practices and habits."

The advertising, however, seems to have started an Irish uprise: In the first nine months of 1959, Scully says, Irish whiskey sales here gained more than 50% from the like period of 1958.

More people are talking Irish whiskey, too: The campaign's first 14 months drew 30,000 letters.

After considering several agencies known for their copy, the board chose Weiner & Gossage. This agency reported:

"You have a product that has an emphatic flavor." The flavor should be presented in "realistic terms." The campaign also would "build a new image of Ireland . . . instead of sentiment and bathos [it would] cultivate lively interest and meaningful conjecture . . . in short, involve Americans in Ireland and Irish whiskey."

In its early years the campaign should be directed at "(1) those who can afford it, and (2) the taste-makers."

"Fortunately these groups coincide." (In them, says Donal Scully, are management, marketing, and advertising people, journalists and broadcasters, lawyers, doctors, educators, etc.) "They are unusually verbal," with "resources for disseminating their opinion."

"Because distribution of Irish whiskey is national . . . if thin," the agency added, "advertising should be national."

To look "important," all ads should be full page. None should be repeated: "It is, we think, far better to give the whole cake to a comparative few than a crumb to everyone." And if the ads are "new and fresh and interesting," many would "read every word."

Ad No. 1 came in four weekly installments. It was titled: "Has Ireland Been Led False by a Baked Brazilian Berry?" The "berry" referred to the Irish Coffee craze, of which the distillers were dubious. They wondered: "Have we sold our birthright for a mess of coffee pottage? And money?" And, indeed, should they?

On respective "Pride" or "Profit" coupons, readers were asked to write their opinions to P. O. Box 186, Dublin. They would receive a Pride or Profit badge.

One ad showed nine Irish whiskey brands distributed here: Dunphy's Original Irish, Gilbey's Crock o' Gold, John Jameson, John Locke, Murphy's, Old Bushmill's, Paddy, Power's Gold Label and Tullamore Dew.

For the writing one could get a portfolio of a year's ads on heavy stock. Some others in Vol. I include:



**"So you sold engineering, huh?"**

**"WHAT ABOUT PURCHASING?"**

"Don't you know that when you sell the engineer but neglect the purchasing agent you've done only half the job? Remember, getting our product approved is not the same as getting the business."

The purchasing agent has the final responsibility of deciding which approved products will actually be purchased, and in what quantity.

The most effective way to help your salesmen make this critical second half of the sale is to advertise regularly in **PURCHASING**, the methods magazine that for 44 years has helped industrial buyers in all phases of their work. This is the magazine they read for trends, interpretation of the news, and for ideas on systems, inventory controls, legal aspects of purchasing, and such important techniques as value analysis.

## **PURCHASING** MAGAZINE

A CONOVER-MAST PUBLICATION

205 East 42nd Street, New York 17, New York  
*the methods and news magazine for industrial buyers*

Purchasing agents in the manufacturing industries spend, on the average, 52¢ out of every incoming sales dollar . . . And in better than 3 out of 4 cases the PA selects the supplier.



**Mr. Vice-President  
in Charge of Sales:**

You have set your course for a bigger 1960.

Your salesmen have been alerted.

There is just one more thing you can do to INSURE RESULTS.

Implement your plans for increased volume by giving your men the Tools—"SELLING TOOLS" with which they will build it.

Yes! a unique and entirely different Program called "SELLING TOOLS"—designed by one of the oldest sales consulting organizations (serving industry since 1919) is available to you. At least it is available for your inspection without the slightest obligation.

Your men will actually go to work with a new "SELLING TOOL" every week, (dramatized as a tool) PRACTICING WITH THESE TOOLS to get a few more of those difficult sales that need a little extra EFFORT or STRATEGY.

We are proud to say that our list of customers looks like a list of "Who's Who" in American Industry.

May we present our unusual "SELLING TOOLS" Program to you? We will do it by mail, if you so desire.

We feel assured that it will help all salesmen on your staff, even your top performers, to increase their sales potential during 1960.

With our Compliments of the Season.

Yours very truly,  
JOSEPH LUCHS AND STAFF  
6701 N. Broad Street  
Philadelphia 26, Pa.

Joseph Luchs & Staff  
P. O. Box 216  
Philadelphia 26, Pa.

Yes, we would like information on your "SELLING TOOLS" Sales-development Program for 1960.

Name of company .....

Title .....

Street .....

City .....

"Shall It Be a Boston Coffee Party?" "The Guitar That Once through Tara's Halls," and "The Convenient Irish Whiskey Layaway Plan."

The 18 ads in Vol. II (April 1959 through March 1960) wonder "whether in whiskey advertising women should be allowed the same freedom as men (another ballot)" and introduce a series on "The Irish Geophysical Year." By journeying to McMurdo

Sound, Antarctica, Irish whiskey drinkers may be rid of competitive beverages (more coupons, including one on recruitment for this caper).

Then there's "Reflections on the Discouraging State of Lunch-Time Drinking." Does not Irish Whiskey "give one a lovely breath and one to be proud of?"

Obviously, it should be taken at all hours, in all seasons. ♦



**JFD Electronics Corp.**

**Diversified Line**

When it loses customers (for TV antennas) to summer, JFD Electronics Corp. chases them down with summer furniture. The link is the tubular metal inherent in both products—and through it this Brooklyn, N. Y., company has found a way to steady full-year sales.

Four years ago JFD made a major investment in a tubing mill. Since the company had been turning out antennas of one kind or another since radios first appeared on the market, the investment seemed a wise one. The mill, which takes flat lengths of aluminum or steel and turns them into tubes of various diameters, was soon producing the major TV antenna components.

JFD achieved an important economy in production with the purchase of flat lengths instead of finished tubing, and the elimination of a costly inventory. However, the selling season for TV antennas is a short one. It is a fall and winter business. Production starts in September and ends in February. That first year JFD's tube mill lay idle for six months, offering management a silent reminder that it was making no contribution to overhead.

The problem was compounded by the fact that price-cutting promotions during the summer resulted only in undermining the price structure of the line during the normal sales season. "We were 'buying' our regular season business at summer slump prices," says Ed Finkel, JFD's general sales manager.

The solution, his company decided, had to be a new product which (1) utilized idle machinery and kept skilled manpower productive; (2) filled the vacuum during the sales season. The product, or line of products,

which met these requirements turned out to be summer furniture.

A group of modern, eye-catching armchairs, lounges and chaises were designed. They were made of tubular aluminum and webbing. An additional investment in machinery had to be made, but it proved to be small in comparison to the volume which quickly developed.

Lightweight, colorful and practical, JFD aluminum furniture entered the market in 1956 through a sales organization which was quickly integrated with the company. Distribution practices turned out to be widely at variance with those in the electronics field.

"We found ourselves more and more involved in detailed selling," Finkel recalls. "It required a disproportionate amount of top management time. We almost forgot that our basic business was to sell TV antennas. The tail was beginning to wag the dog!"

The ultimate decision was to turn the entire sales function over to a reputable, well-known national furniture organization, the Cortlandt Co. "In our first enthusiasm," says Finkel, "we almost lost sight of our primary objective — to keep our equipment humming. Moving into a new sales endeavor would have been slow and costly. This way, it's a clean, simple operation. We just drop-ship Cortlandt's orders."

In three years, results have been spectacular, Finkel reports. Summer furniture doubled the rate of amortization of equipment. Normal advance advertising in furniture business publications and routine participation in trade shows has brought about a 100% increase in sales volume during each of the past three years. JFD expects to do a \$2-million volume this



## Summer Ad Readers Write To Prove They Also Drink

Many an advertiser who would go broke on the belief that his prospects hibernate in winter, still thinks they must summernate.

Of course, the prospects do not "pass" either season (to paraphrase the dictionary definition) "in close quarters, in a torpid or lethargic state."

The advertisers themselves must be the ones who do so.

Not so, however, are the Whiskey Distillers of Ireland.

Did they assume that all Americans in hot weather have not the strength to bend an elbow? Did they believe that anyone who then might lift anything, lifted gin or vodka or iced tea?

Actually, the WD of I ran twice as many ads here last summer as last spring, and 2,000 readers wrote to P.O. Box 186, Dublin, to commend them for it.

A piece on their advertising appears elsewhere in this issue. Since its writing, Donal Scully, director of the Irish Export Promotion Board, New York, has scurried around digging up reader letters for us.

Here are some of them—all dated last July:

"Man Who Thinks for Himself," Brooklyn, N. Y.: "With the temperature outside 89 degrees. . . I read it, I did it, I liked it."

On letterhead of Union League Club of Chicago: "I had a small reception in Boston and a case of Irish whiskey made a lot of difference."

An Oakland, Cal., convert writes her first fan letter to praise the Irish whiskey ads (written by Weiner & Gossage, San Francisco): "It is indeed a pleasure to be treated like a human being. . . . Lately I have taken to drinking the old Burnished Emphatic. . . ."

Motherly Housewife of Marshfield Hills, Mass.: "I nagged my husband until he finally brought home a bottle. Though it's Irish whiskey for us from now on, we're going to try some of the others [Irish brands?] just to avoid discrimination."

Park Avenue, N. Y. C., lawyer (of Irish extraction) proposes a toast that predates the American Revolution: "May the enemies of Ireland never eat the bread nor drink the whiskey of it, but be tormented with itching without benefit of scratching."

A man who may be a Professor in Cambridge, Mass., gets a "chuckle" from the Irish whiskey ads: "I read them aloud to my friends. My friends chuckle. I have more friends. They drink whiskey."

New York City: "I am delighted with these ads and what is more to the pint (I mean point), I now buy Irish whiskey."

Happily Married Couple in Valley Stream, N. Y.: "We have read all your ads in The New Yorker and loved them, but we don't love them as much as the whiskey."

Erstwhile Gin Drinker (female) of Syracuse, N. Y.: "If I were a writer of ads . . . I'd think I was some punkins if you were my chief client."

A New York Executive writes a long dialogue between himself and his wife (with a lot of "sez I's" and "sez she's" in it), the gist of which seems to be: "Think of all the Irish that could be bought with the money wasted away on fancy stamps." His letter came special delivery.

And then there's the Savant with the Advertising Research Foundation, who wonders "If you could possibly tell me how many people to date have returned your Summer Reading Report Form?" (He didn't even say whether he drinks.)

# Sun Shine Sales..



are  
really  
**REMARKABLE**  
in  
**ROCKFORD!**

There's no cloud in the summer sales sky in Remarkable Rockford, Illinois. During June, July, and August of 1959 retail sales ran over \$66,355,687. You can depend on that being about one fourth of the total for the year. The summer quarter is no different than any other three months in Rockford — people still spend and spend well. Rockford's *buying income* is growing 11.3% faster than the national average . . . and *retail sales* are growing 5.6% faster. Winter, summer, spring, or fall, Rockford is a rich market. Write for complete facts.

**Finest Full Color Facilities  
All Year 'Round**



coming season. Interestingly enough, JFD has found a carry-over of brand identification from its antennas.

Summer furniture has even helped TV antenna sales. The line has made an attractive premium for electronic distributor and dealer promotions. At the electronic parts show in Chicago last spring, JFD offered combinations of its furniture for early orders of

various quantities of antennas, at its standard price list. It gave away 1,000 sets of furniture; wrote up \$250,000 worth of antenna business in three days. "It marked a new high for us in all our years of spring show participation," says Finkel. "With summer ahead, distributors could just picture that furniture on their patios!"

JFD is confident now that it has

beaten the summer slump in more ways than one: keeping its production facilities going on a new product, and using that product to spark sales of its primary line.

Unique in that its premium is company-made, JFD is planning to unveil another product some day to take up the slack in its summer furniture production. ♦



## Yale & Towne

### Sales Incentives; New Products

Yale & Towne's Lock and Hardware Division had a dual problem in overcoming a summer slump in sales of such products as padlocks, night latches, door closers, etc., which are sold to the consumer by retail hardware stores, lumber yards, locksmithing firms and department stores.

"First, it was necessary to show our salesmen and dealers that the summer slump is not an inevitable fact of life. Second, we had to educate the public in the need for our products during summer. This was an essential backdrop to the sales efforts we hoped to stimulate on the part of our own salesmen and our dealers." This was how General Sales Manager James D. Young sized up the problem:

"We decided," says Young, "that we could overcome these slumps with an extra sales effort to promote the demand for such products as padlocks during the summer, when crime rates for burglary, breaking and entering, climb steeply."

The first step Young took to solve the problem was to institute sales incentive programs during the summer months. Typical of these was a "clothes horse" incentive which placed a dollar value on each product sold over a salesman's regular quota, and a dollar value assigned to a number of articles of clothing. This made it possible for a salesman to build up an impressive new wardrobe. As part of these programs, prizes were given to distributor salesmen as well as Yale salesmen.

Two important additional steps were broadening distribution by including additional retail outlets, such as department and variety stores, and expanding product lines by introducing products especially designed to sell briskly during summer months. To aid retailers, point-of-purchase

merchandising aids are now designed for the new products. For example, one outstanding new product is the Travelok, a handy, portable, personal lock which vacationers can take with them to lock any drawer, closet, suitcase, etc., that does not have its own lock or has an insecure one. This product has become an excellent premium item for specialty salesmen, who have found that business executives like to receive it as a gift during the summer.

To support distributors, Yale participates in conventions and trade shows scheduled during the summer. Distributors and dealers are encouraged to go into home shows in their areas. Yale also supports dealers by providing them with displays and per-

sonnel to assist them in such shows.

Yale's summer educational program for consumers includes merchandisers and direct mail to encourage increased use of padlocks in summer homes, on boats, for children going to camp. Through locksmith dealers, Yale promotes replacing locks and keys on summer homes and regular residences to increase security and to establish keyed-alike locking systems which provide single key convenience.

In addition, Yale's Public Relations Department prepares feature articles on burglar-proofing homes and places of business, and on protection from burglars while traveling. Home owners are advised on security measures to take before going on vacation, and on how to make the summer home a safe place in which to live.

Results? "The best indication of our summer programs' success," says Young, "is perhaps provided by the fact that our locksmith sales figures now reach a peak during the summer period, and we are approaching peak padlock sales during the month of August." ♦



## American Machine & Foundry

### Advertising-Promotion

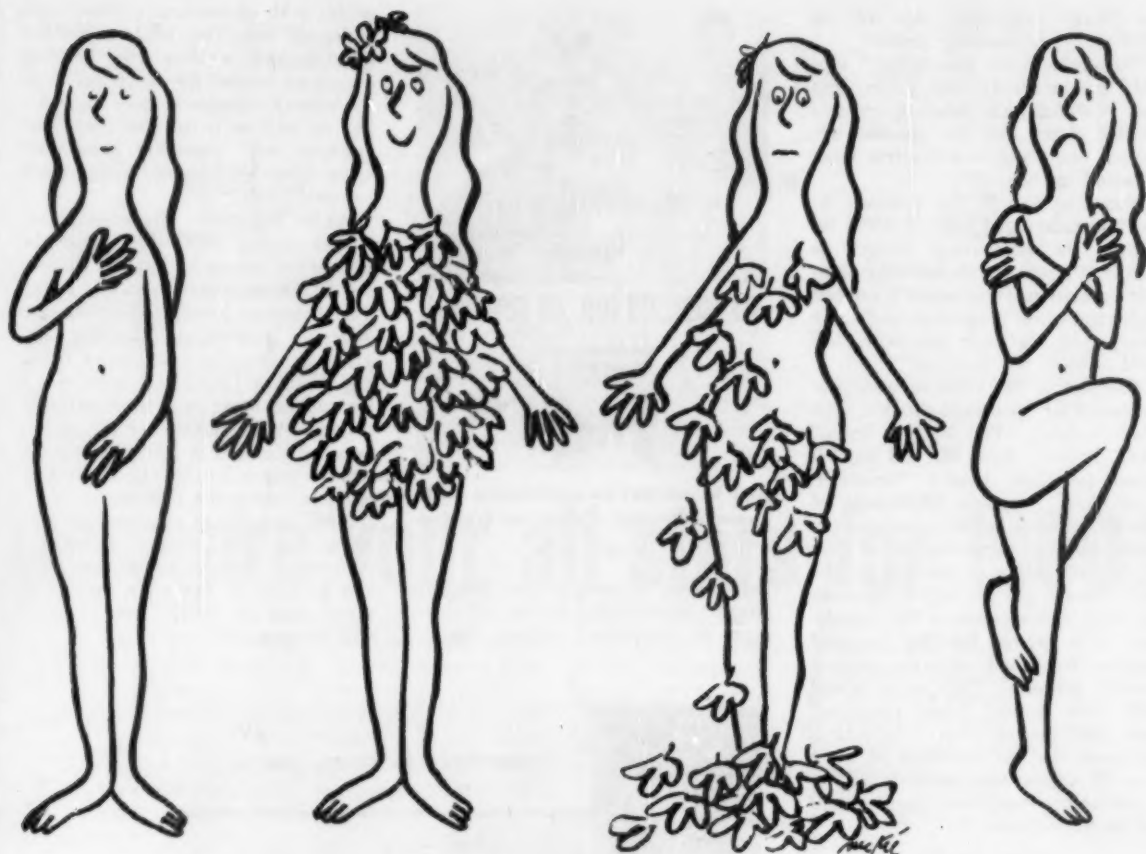
Summer months, once barren for the bowling business, now offer maximum promotion possibilities for American Machine & Foundry Co. It is rolling up strikes by fast-mounting rentals of its Automatic Pinspotters.

Says AMF management: "Summer is the ideal time to promote bowling. Children are out of school and there is more opportunity for family recreation. And it is during summer that bowling lanes offer maximum availability and joy of bowling in air conditioned bowling centers."

"The tremendous acceptance of AMF Pinspotters is in no small measure due to our vigorous advertising

promotion during the summer."

The first campaign was initiated during July and August 1958, when AMF spent \$800,000 to advertise over major network television (Steve Lawrence-Eydie Gorme show, NBC); in high circulation national magazines (Life, Look); local spot-radio and newspapers. For the first time bowling was promoted in all major advertising media in a completely integrated way. Objectives: to encourage bowlers to bowl during summer; to create new bowlers. The theme: "Bowling's cool fun for everyone in the family," with this stress placed on it: "For bowling at its best . . . bowl where you see



## There are 4 every year

4 seasons that is — spring, summer, fall and winter — and each (from Maine to California) offers its infinite variety of climates.

Like the seasons, so, too, does the building industry have 4 — the architect, the engineer, the contractor and the building client — and each (from Maine to California) exercises an infinite variety of decisions on building products and equipment. Year in, year out, you'll need the approval of all 4 to get your product into a new building or major remodeling project.

All buildings start with the client. Since he, in essence, is "buying" a building which his company or organization needs, he is directly involved in its financing, design, construction—or expansion and modernization.

As the building market continues to grow, so, too, will the number of building clients grow. And Architectural FORUM is the only magazine that has clients. In fact, FORUM is the only magazine whose growth keeps pace with the building industry itself.

\*Source: The new FORUM Census, "Portrait of the Building Client." Write for a copy. Architectural FORUM, 9 Rockefeller Plaza, New York 20, New York.

With the biggest circulation in the field — 60,000 — FORUM alone is edited for and read by the kind of building customers you must reach and influence. Just how important are they in building decisions? Here's one indication.

**Of FORUM's 21,000 client subscribers — 89% are concerned with building matters within their companies and 24% serve on building committees (church, school, etc.) in their communities.\***

*No matter  
what the  
season . . .*

# FORUM

**delivers the entire  
specifying and buying  
power of the  
building market.**





the 'Magic Triangle,' sign of an AMF-equipped bowling center."

"Response to our advertising," says AMF management, "was nothing less than enthusiastic. Bowling centers usually closed for the summer remained open and new bowlers were attracted to them."

Encouraged with the response to the first campaign, AMF in 1959 increased its advertising budget to \$1,124,000 for a more intensive summer promotion. Once again it utilized high circulation magazines and daily newspapers, network television and local radio in key markets.

For part of the 1959 summer promotion, AMF sponsored the first Dick Clark Special, "The Record Years," ABC, Sunday, June 28, and participated in Dick Clark's "American Bandstand" program. Objectives of this program, and of advertisements in junior and teen-age magazines, were to further publicize bowling to the 14 to 24 age groups, which represent not only that segment of the population with which bowling is most popular, but which offer the greatest growth potential. "We were elated with 'The Record Years' program," says AMF management. "The ratings indicated that an audience of more than 35 million was reached, making it one of the year's most highly rated television programs."

► Another part of the 1959 summer promotion included the biggest magazine schedule ever known for bowling. The first ad appeared in the May 18 issue of *Life*, 4-color, 2-page spread, headlined: "It's Cool... It's Fun... Go Bowling!" In addition, *Reader's Digest*, *Look*, *The Saturday Evening Post*, *McCall's*, *Good Housekeeping*, *Scholastic Magazine* and *Seventeen*, with combined readership surpassing 152 million, were scheduled to carry ads appealing directly to women bowlers, teen-agers and family groups. An expanded program was scheduled for spot radio and local newspapers, and the number of AMF free bowling clinics was increased in conjunction with participating newspapers.

In addition to national advertising, substantial sums were spent for strictly promotional purposes covering such projects as free bowling clinics, travel and exhibition work of the AMF bowling staff, and other training schools and forums the company presents.

"To our customers, the nation's bowling proprietors," says AMF management, "the 'Bowling's Cool Fun' promotion program was fully supported by attractive point-of-purchase promotional material, including direct



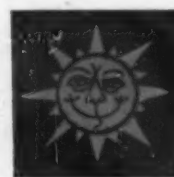
AMF knows that air conditioning made summer bowling — plays up cool fun.

mail pieces, banners, posters, hanging display signs, radio scripts, ad mats and an attractive counter display

poster with questionnaire blanks and a deposit box. This 'business-builder' questionnaire enables the bowling proprietor to poll his customers as to the type of summer leagues they prefer, as well as to receive their suggestions and inquiries concerning other kinds of leagues, tournaments or instructions."

As for Automatic Pinspotter installations during 1959—they were the highest in company history, exceeding 52,000 in operation at year's end. The American Bowling Congress, the Women's International Bowling Congress and the American Junior Bowling Congress have all reported a spectacular increase in their memberships in 1959. Furthermore, there has been an increase of 30% in the number of games bowled on AMF Pin-spotters during the summer.

AMF has not as yet completed its plans for 1960 summer advertising campaigns, but we are assured that the budget, at the very least, will equal that of 1959—more likely it will be upped. ♦



Thomas Industries, Inc.

Diversified Line

Lighting fixture sales and new home completions have been riding the same roller coaster car for years—they go up and down together. Each spring, fixture sales slacken as a majority of new homes are finished. In the fall, with new home completions on the upswing again, fixture sales followed obediently along.

This past summer at Thomas Industries, Inc., Louisville, Ky., lighting fixture sales didn't go down, they went up—a profitable 30%.

Previously, Thomas Industries had been primarily in the field of residential lighting. In addition, the company also manufactures a line of power-blade power saws and portable paint and insecticide sprayers. Acquisition and expansion in the lighting field, however, had primed the company for diversified sales activity in other related areas of lighting.

This meant that the company was in a good position to compete in the areas of commercial and industrial lighting as well as in its traditional residential lighting market.

The summer, however, was another question. Industrial and commercial fixture sales were not filling in suffi-

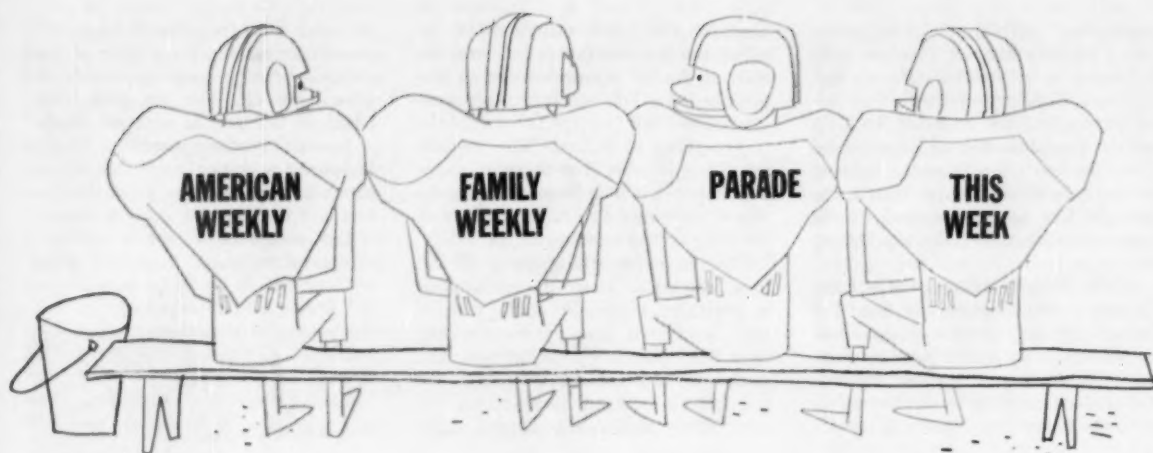
ciently where residential sales had waned. The company decided that a new line of lighting products had to be introduced. Not a line restricted to residential sales alone, but one attractive enough to sell all three of the company's fixture markets. As it turned out, a recessed lighting fixture line was tabbed for the assignment.

As far as the residential market was concerned, this product was a natural for home modernization—an improvement that could be made at any time. Thus, the fixture became a year-round product in this market. Industrial and commercial markets, of course, are continually installing the effective, modern, recessed lighting fixture.

Tom Fuller, Thomas' vice president, general sales, points to the fact that greatly increased promotion campaigns provided the momentum with which the new recessed line achieved 1959 sales records. "We aimed not only at taking the curve out of the slump in our own seasonal product sales, but at taking the curve out of the slump for our dealers and distributors as well."

Thomas Industries' 1959 promotions began with a Starlight Festival





# Here are your all-stars for 1960!

More than 62 million roto Sunday newspaper magazines go into 40 million different U.S. homes every week. More than 37 million of this total circulation is delivered by the four syndicated newspaper magazines. This is no lighter-than-air figure blown up from small research samples on eventual readership. It's

down-to-earth, nose-counting A.B.C.—with no cut rate subscriptions, no pressure selling by mail and telephone, and no costly promotion gimmicks to force circulation. Consequently, syndicated Sunday newspaper magazines cost you less per thousand.

LATEST ANNOUNCED CIRCULATIONS AND RATES

**Syndicated Sunday Magazines** **37,628,932** (A.B.C.) .. **\$3.83** PER M

(AMERICAN WEEKLY, FAMILY WEEKLY, PARADE, THIS WEEK)

4 COLOR PAGE

**Weekly and Bi-Weekly Magazines** **18,559,060\*** ..... **\$6.58** PER M

(LIFE, LOOK, SATURDAY EVENING POST)

4 COLOR PAGE

**Women's Magazines** **15,997,803\*** ..... **\$5.04** PER M

(GOOD HOUSEKEEPING, LADIES HOME JOURNAL, VOGUE)

4 COLOR PAGE

\*LATEST A.B.C. OR RATE BASE—WHICHEVER IS LARGER

You don't have to accept readers of dog-eared, clipped-out, pass-along copies of magazines over the next umpteen weeks to get market coverage. Sunday newspaper magazines will deliver an audience up and down every street in practically every market you sell . . . *all on one day*. They do this through the local Sunday newspaper, the same newspaper your retailers use to promote your goods every day in the week.

Sunday newspaper magazines are the biggest thing in print—and print achieves both believability and memorability. The newspaper publishers of America produce the "greatest show on earth" week in and week out. In newspapers the advertiser does not assume the risk of spending his money for a poorly rated "show."

**THE SUNDAY MAGAZINE OF 65 STRONG NEWSPAPERS REACHING 9,594,210 (A.B.C.) FAMILIES THROUGHOUT THE U. S. EVERY WEEK**

**Parade**

introducing their Starlight economy line of lighting fixtures. This was held in January and involved company distributors. Concurrently with this initial promotion, the company brought out the Enchante line of fixtures, the top-of-the-line in Thomas lighting products. In February and March, the Starlight line was introduced to the consumer with color ads, catalogues, etc.

From March through May, the company's regular-price line, the Moe line of lighting products, was promoted vigorously in the same manner. In addition, once May had arrived, an incentive program for factory salesmen was started, emphasizing the re-

cessed lighting line and its ability to crimp the summer slump. July saw the start of the fall promotion and in December, the '60 spring push was started.

According to Fuller, "The important thing here is that there is never a moment when at least one promotion is not going on. Occasionally, and by design, they overlap.

"We have something going all the time," he adds. "Once the enthusiasm is generated, especially at the distributor level, we keep it snowballing right from Jan. 1. Significantly, we experienced a slight slump during the fall before housing completions hit their stride again. We jumped right

in under the new product/heavy promotion formula with a line of new outdoor lighting products, coach and post items, etc. This sag period vanished as fast as the summer slump."

Seasonality disappeared at Thomas Industries with the knowledge that an expanded product line gives distributors and dealers new opportunities to sell. It might be a case of adding a new product usable in several different markets. It could be adapting an old product to multiple-market merchandising. Add continuous, and even overlapping, product line promotions throughout the year and a substantial increase instead of a decrease in summer sales can be the happy result. ♦



## Southern Union Gas Co.

### Salesmen-Dealer Activity

Last summer, a lot of West Texans pushed back their 10-gallon hats, mopped streaming brows and exclaimed, "It's goldurn HOT!"—then went out and bought gas heating equipment.

Consumers behaved in the same surprising fashion throughout the distribution area of Southern Union Gas Co. (71 towns and cities in Texas, Arizona, New Mexico and Colorado). The reason: SUGC's vigorous campaign to fill in its summer sales valley.

This was the third such intensive leveling effort by the company, which promotes and sells gas appliances as vehicles to move its product—natural gas piped to homes and to commercial users. Late in '56, Southern Union took a critical look at its traditional summer sales dip — that year about 47% below fall and winter figures on gas, and about 19% below on gas appliances — then went into action. Under the sales leadership of Joe S. Davis, general sales manager, the company now wages a summer offensive on three major fronts:

1. Advance promotion of winter gas appliances, such as floor and wall furnaces, and central heating-cooling systems. June through August, the consumer is offered special prices and/or larger than usual trade-in allowances. He is urged to "buy now, begin paying in January," thus getting his gas heating equipment installed before the cold weather rush. Dealer and company salesmen often

are given special cash bonuses for such advance selling. Dealers are offered cash prizes in floor and window display contests.

2. May-through-August promotion of one or more gas appliances having a special summer adaptation. Last summer the outdoor gas light, a turn-of-the-century piece recently revived, was promoted as a decorative addition to lawns, patios, driveways, swimming pools—a pleasant adjunct to outdoor dining and all outdoor living. (Year-round, the company is getting gas lights into front and backyards, to give a soft glow of light from sunset to sunup.)

On gas clothes dryers the winter sales argument is, "Don't freeze your hands hanging clothes outdoors." Last summer the company said, "Don't expose yourself and your laundry to scorching sun and blowing dust."

3. May-through-August promotion of summer-use gas appliances — for instance: gas refrigerators, and gas all-year air conditioners. As a rule, no special price inducements are offered the consumer on summer equipment, but the company gives cash bonuses to its own and dealers' salesmen. It conducts display contests for dealers.

"Too many retailers think that people just won't buy in summer," Davis says. "We encourage a positive selling attitude, with summer promotional campaigns that we plan six months to a year in advance.

"My Gas Light got more compliments than my dinner!"

Gas is the lightest burning fuel. It's clean, safe, and easy to use. It's the perfect fuel for everything you want to do. It's the perfect fuel for everything you want to do. It's the perfect fuel for everything you want to do.

**SOUTHERN UNION GAS COMPANY**

You don't need another lighting source.

JUST ONE of many ways that this utility tries to build additional summer load.

Last summer, 150 dealers participated in Southern Union's various special promotions. (Dealer coordinators called on all appliance dealers about 30 days before each kickoff date.) With 24-sheet poster boards, half-page, black-and-white newspaper advertisements, and local TV spots, the company told consumers the sales story of featured gas appliances. SUGC paid 25% of each participating dealer's advertising cost (up to a total cost of \$500).

The participating dealers and salesmen were given cash sales bonuses. Dealers were supplied with 3-color window and wall banners and other P-O-P material — and were invited to compete for \$100, \$50 and \$25 prizes for the most eye-catching, desire-creating window or floor displays. Southern Union local and district

sales managers helped retailers with displays and selling.

The company's efforts didn't stop at the dealers' stores: Southern Union sales personnel went to the homes. "The best way to make a sale is to call on a prospect," Davis comments, "especially in summer, when many women tend to stay home, out of the hot sun."

Many of the appliances which the utility sold during the summer of '59

represented new load to help bring up the summer valley. For example: Sales were up in gas refrigerators, gas air conditioners, gas dryers (a year-round product), and a new offering with growing appeal—the outdoor gas light.

For the months of May through August, 1959, Southern Union's total sales (gas plus appliances) ran 9% ahead of the summer of 1958, and 35% ahead of the summer of 1956. ♦



**Renwal Toy Corp.**

**New Product Introduction**

"Sheer madness," said most members of the toy industry when Renwal Toy Corp., Mineola, N.Y., took a full page in *The New York Times* on July 7. Anyone remotely connected with the toy industry knows that summer is the drab period for toys and hobbies in retail sales.

Renwal took the full page to advertise "The Visible Man," a plastic kit that assembles into an anatomically accurate replica of the human body and its organs.

The advertisement (prepared by Harold J. Siesel Co.) was striking, featured an illustration of the "Man." The completed model, as shown in the ad, is a clear plastic shell, reveals bones, muscles and blood vessels. Copy, beginning, "You are looking at a miracle, the human body," stressed authenticity and the educational values of the product. A smaller illustration showed the cover of the 12-page handbook, "An Introduction to Anatomy," included in the kit. The price: \$4.98—relatively high even for a "science kit."

At the foot of the page the 200 hobby and toy dealers who handle the item in the Metropolitan New York market were listed by area. Four days later, July 11, the advertisement was repeated, with names of additional dealers.

Within two weeks after the appearance of the first ad, over 100,000 kits had been sold! The company anticipates that by the end of 1959, volume will have hit the half-million mark. The factory has had to go on a 24-hour schedule to keep up with demand.

Renwal's management frankly admits it didn't deliberately set out to challenge the summer slump tradition of its field. Research necessary to de-

velop the product and the task of getting distribution couldn't be completed before the end of June. And L. S. Wetzel, Renwal's v-p and sales director, says, "We felt we had an item unusual enough to call for special efforts by the jobbers, retailers and ourselves—to focus immediate public attention on The Visible Man."

To insure cooperation from jobbers and dealers, Renwal's own salesmen called on them with a layout of the *Times* ad. This was reproduced as a poster. The completed model of Man and the anatomy book and product package, formed a display later shown by hundreds of stores.

Luck always helps in launching a new product, and Renwal had a piece



**RENWAL ignored the "smart" advice and broke this record-breaker in July.**

of it when Dave Garroway demonstrated the Man on the "Today" program for three successive days. Garroway wasn't solicited; he had become fascinated by the kit and so decided to assemble it on his shows.

Renwal learned it had underestimated the market for its interesting product. Not only hobbyists, but students, teachers, doctors, school boards, parent-teacher groups, rushed out to buy it. And the item has been honored as one of the "Top Ten" Scientific and Mechanical Toys by *Science & Mechanics* magazine. It was also included in the American booth of the 1959 Finnish National Hobby Craft Exposition held in November in Helsinki. At the Exposition's end, the exhibit became part of Pan American Airways' "Round the World" display now touring Finland.

Success of *The Visible Man* is part of the bigger success story of the science-and-hobby industry itself. Since 1940 the industry has grown from about \$40 million a year to an estimated half-billion dollars in 1960. The reason, according to Nathan Polk, of Polk's Model Craft Hobbies (New York wholesalers and retailers), is that people have more leisure, products are better and more interesting, and developments in the plastics field have made it possible to produce fine items at reasonable prices. And interest in anything scientific has zoomed with outer-space activities by the U.S. and Russia.

"The Visible Man was a shot in the arm for our business this summer," says Polk. "It accounted for 78% of our volume in the \$4 to \$7 field."

The hobby kit industry is a heterogeneous group, including scores of small operators, from those in basement workshops, up to Revell, Inc., of Venice, Cal., whose sales zoomed from \$1 million to \$17 million in less than ten years.

Renwal, formerly known chiefly as a manufacturer of toy guns, mountings, toy furniture and other plastic toys, has—at least temporarily—climbed up behind Revell into the group consisting of such hobby kit leaders as Monogram Models, Inc., Aurora Plastics Corp., Comet Model Hobbycraft, Inc., and Lindberg Products, Inc. Members of the industry estimate that 75% of Renwal's volume is in hobby kits now, and that the percentage may rise to 100% next year. Whether or not this happens, the company has dramatically demonstrated that the summer slump is not a necessary evil which the toy and hobby industry must bear.

A good product and vigorous promotion did the trick—and could do it again for the toy industry. ♦



# Why are so many more advertisers now using NATION'S BUSINESS?



**To reach out... to sell more of the nation's business.**

Time was when advertisers-to-business thought they had only two choices: business and management magazines with their limited circulations... or news weeklies with their costly consumer coverage.

Today, NATION'S BUSINESS is changing advertiser thinking—and buying! Its 750,000 ABC guarantee is *big* circulation. And it's *all business*. No other management magazine offers as much as half of it. No news weekly offers so much top executive coverage at so low a cost-per-executive.

The facts are: 9 out of 10 NATION'S BUSINESS readers are men with a decisive voice in their companies' policies—presidents, owners, partners, other management men. Dig deeper, and you'll find 23,000 of them hold top jobs in 499 of the 500 leading industrial companies. More than 700,000 others head up close to half a million additional companies—in total, a whale of a market for all kinds of business goods and services.

So, if you want to use business advertising the way it should be used: to support your sales force out in the territories where they're making calls; to uncover new prospects; develop leads; open doors to hard-to-reach businessmen—all at a reasonable cost per advertising call, then follow the lead of other advertisers who have found: to sell more of the nation's business, you use NATION'S BUSINESS.

**For example, in 1959: Nation's Business gained 76 new advertisers ■ increased advertising pages 17.1%\* (92 pages) over 1958 ■ increased four-color pages 100% for a total of 108' ■ increased advertising dollars 20.7% to an all-time high of \$2,834,000.**

\*Office equipment pages up 21.3%  
Building materials pages up 9.5%  
Business insurance pages up 14.0%  
Transportation pages up 48.9%  
Communications and Utilities up 37.7%

**Nation's Business**

A USEFUL LOOK AHEAD

**COMING  
IN '60**

**MORE SALES**

**MORE JOBS**

**MORE SPENDING**

ADVERTISING HEADQUARTERS, 711 THIRD AVENUE, NEW YORK 17, N. Y.



## Packagers Eye March 5

Makers of packaging materials are scrambling to prove many new wrappings and containers are safe for foods. They're racing a March 5 deadline, when Food & Drug Administration will enforce the Food Additives Amendment. It puts burden on manufacturers to prove no additive or process used in preparing or packaging food products is in any way harmful to users.

This new law is no great problem for most food marketers. They're making substitutions, finding new ways to process foods that otherwise might fail to meet FDA standards. Same applies to suppliers of chemicals for food processing.

But it's a different story in packaging. Polyethylene makers are spending fortunes to prove to FDA that their packaging is safe. Many other types of plastic packaging, just over the horizon, may never pass the test. They may not even be put to a test, because cost is so great and proof so difficult for untried packages. . . . Net effect of this new law could be to retard seriously innovation and new ideas in food packaging.

## Pooling Inventories

Airlines may start pooling inventories of spare parts. They're now using data processing techniques to compile lists of commonly used spare parts, to take sharp look at industrywide inventories. They're talking about setting up a system to swap items among themselves, to cut individual inventories. This could mean cutting down on buying of many products.

Be on lookout for more companies, more industries to start pooling inventories. Each recession, particularly last one, gives stimulus to this idea. It may come to stay.

## Need Salesmen?

Looking for high caliber sales personnel? . . . New source to fill such needs is in the making—Sales Manpower Foundation, a nonprofit subsidiary of Sales Executives Club of New York. It's conducting a nationwide survey, compiling first comprehensive inventory of available sales personnel. More than 7,000 sales execs and salesmen will be listed, with detailed background, classified by product, industry, etc. . . . For information, write H. K. Astwood, Director, Sales Manpower Foundation, S. E. C. of N. Y., Hotel Roosevelt, N. Y. C.

## . . . or Data on Ads?

If you demand more facts, data, information about advertising, you can get it from Information Clearing House, just set up by Advertising Federation of America. It will provide reliable sources of data through modern library of marketing and advertising books, bibliographies, periodical indexes, reference sources, etc. . . . Address: 250 W. 57th St., N. Y. C.

## How to Cut Distribution Costs

More big companies are eying their distribution, trying to speed it up, reduce inventories, cut costs.

Here's a "new concept" in distribution many companies are examining. Raytheon is one of first to put it in action. Raytheon's new distribution system combines automatic private wire communications by Western Union, data processing of orders, automatic inventory controls, fast jet freight shipments by American Airlines. This system—Raytheon calls it Unimarket --will serve 700 distributor customers from one Unicenter at Westwood, Mass. Raytheon expects these results:

- Cut order-to-delivery time from average of seven days to one day; provide more complete customer service.
- Eliminate three big field warehouses, carrying 12 product lines, more than 2,000 individual product items.
- Reduce duplicated inventories by \$2 million; tax savings too.
- Eliminate back-ordering and extra billing costs on back orders.

This modern distribution shrinks entire U.S. to one marketing area. It permits use of one centralized warehouse with 100% inventory. Orders can be delivered 3,000 miles away, routinely, in 24 hours. . . . Take a long look at this system.

## European Arrival

Office-machine industry insiders and outsiders are watching to see what happens when a European company gets working control of a big, yet weak, U.S. firm. Here's what insiders speculate about Olivetti's recent acquisition of 35% of long-established Underwood: (1) Much larger ad budget than 1959's \$700,000 on sales of \$50 million; (2) increases in 1,200-man sales force; (3) more price stability in an industry that has suffered through bitter price competition in recent years.

## Skeptical on Europe

Amidst great fanfare about European Common Market, a skeptic turns up. Reichhold Chemicals is cutting back on European investments, drawing out capital. While many U.S. marketers are weighing new European investments, Reichhold sees over-production in long run. The chemical producer, seeking richer returns elsewhere, is shifting some European capital to Mexico, South America, and Orient. Keep an eye on this.

## Marketing Miscellany

The food industry, says General Foods, employs—directly or indirectly—1 of every 4 persons in American labor force, pays \$45 billion in salaries and wages, has total annual sales around \$73 billion. . . . Some 160 million cars, of 2,000 different makes, have been offered to Americans since first powered road vehicle was designed in France in 1769, according to Dodge Division of Chrysler. . . . About 17 million families in U.S. own some 24 million dogs as pets.



You have undoubtedly sensed the same impending sales opportunities that we do.

#### ARE YOU READY TO TAKE OFF?

The dramatic count-down has started for the launching in 1960 of the most explosive growth era in the history of American business. Machine tool orders are the largest since March 1957. Piggyback railroad freight is up 51.6% over 1958. American industry expects to step up capital spending during the first quarter of 1960 to a seasonally adjusted annual rate of \$34.4 billion. Assets of U.S. life insurance companies increased \$4.4 billion during the first nine months of 1959. All over America, throngs of customers jammed stores buying holiday gifts during December, and a recent survey on the retail sales outlook for the Spring of 1960 shows overwhelmingly that a gain of 6.5% is expected.

These are all basic signs of the economic times. It seems certain that the 1958 recession and the steel strike have created a pent-up demand for automobiles and appliances, homes and furnishings, convenience foods, vacation travel, boats and motors, power tools and an infinite variety of other goods as new or replacement purchases. You'll have more people to sell . . . and they'll have more money to spend for what you sell.

#### MEDIA PLANNING TO REACH EVERY MARKET SEGMENT

Marketing experts and merchandisers are stepping up the range and pace of their programs to win a bigger share of the 1960 market. Competition will come from new products, new packaging, aggressive merchandising and expanded sales forces.

And it will all be powered by advertising. The key will be bringing added sales pressure to bear where

new sales and higher profits can be made. FAMILY WEEKLY can make a vital contribution to the success of that purpose.

#### CONCENTRATED CIRCULATION IN EXCLUSIVE, NON-DUPLICATED MARKETS

Advertising and selling efforts for your vitally important plus business will be most productive where the major population growth is taking place. Successful sales programs on a national scale will take into account the shifting of plants, payrolls, population and purchasing power to the newly important "middle markets."

The 4,814,512 circulation of FAMILY WEEKLY has been carefully built to offer national advertisers coverage-in-depth of those markets through 188 influential newspapers. It is significant that the circulation of FAMILY WEEKLY newspapers has increased year after year faster than the average of all U.S. Sunday newspapers. They have added readers while out-of-town newspapers from bigger metropolitan cities have lost circulation in these markets. They have successfully grown in size and influence concurrently with the expansion of population and retail sales in their markets.

#### FASTEST GROWING SUPPLEMENT . . . IN AMERICA'S FASTEST GROWING MARKETS

The circulation gains of our subscriber newspapers have been a factor in the six-year growth of FAMILY WEEKLY. The 188 markets delivered by FAMILY WEEKLY account for 15% of all U.S. retail sales, a unique consumer sales potential that cannot be successfully reached in equal depth by other media.

Yes, if 1960 is to be the year it can be for your products, here is the fertile soil where rich and profitable sales results can be cultivated. And, as the FAMILY WEEKLY markets continue to expand during 1960 and the years to come, the seeds of consumer acceptance you plant there now will yield continuing sales and profits.



## Family Weekly

Leonard S. Davidow, Publisher  
Patrick E. O'Rourke, Advertising Director  
153 North Michigan Avenue, Chicago 1

NEW YORK 22: 405 Park Avenue  
DETROIT 2: 3-223 General Motors Bldg.  
CLEVELAND 15: 604 Hanna Bldg.  
ATLANTA 3: Cogill, Pirnie & Brown, 1722 Rhodes Haverly Bldg.  
LOS ANGELES 4: 3670 Wilshire Blvd.  
SAN FRANCISCO 5: Lee T. Weston, 235 Montgomery Street



**It looks like everything's going up in '60. SM's Future Sales Ratings Board sees big business ahead, providing marketers will keep up with potential.**

**D**espite such handicaps as tight money rates and labor difficulties, 1960 shows promise of being the nation's biggest business year yet!

For the first time in history total spending for goods and services will surpass the half-billion-dollar mark, according to SM's Future Sales Ratings Board, which predicts an all-time spending high of more than \$512 billion—at least 6.7% higher than the '59 figure. And if the nation's advertising and selling activity is good enough, the year's spending can go even higher than the \$512-billion mark.

A year ago the board predicted an 8.3% rise in Gross National Product. Now it looks as if the 1959 total was exactly this 8.3% over '58's GNP.

The 1960 output potential will also reach new highs—judging from existing large facilities operating at near capacity, plus the major additions

By **PETER B. B. ANDREWS**  
**Chairman, Future Sales Ratings Board**

planned for the current year. These new plant and equipment expenditures are expected to rise 10%—to more than \$36 billion. . . .

The Federal Reserve Board index of industrial production is expected to average above 164, a gain of more than 9% over 1959. . . .

Public and business buying power are likely to reach new highs. . . .

With all these factors in an uptrend, the eventual business strength of the year will be up to marketers—and the force they exert to move products.

Disposable income of the public, after taxes, is expected to reach the rarified summit of \$354 billion, a 6% increase over '59. Personal consumption expenditures in '60 should ad-

vance at least 6% over '59, to more than \$331 billion, another major high. Last year's supposedly optimistic forecast of a 6% rise in personal consumption expenditures has turned out to be conservative—this spending actually went up approximately 6.5%.

The board again anticipates a strong showing in durable goods sales, led by autos and trucks. Total spending in this area should go up to a new high of about \$48 billion in 1960, 11% over the '59 figure. Non-durable goods spending is expected to exceed \$153 billion, up about 4%. Services are believed to be headed for another big record, up to \$130 billion, minimum, for 1960, a rise of 7% over '59.

Services have been a tremendously strong sector of the economy, especially during recessions. Ten years ago the nation's service industries accounted for 33% of personal consump-



# FUTURE SALES RATINGS . . . for Jan., 1960

In the 116-industry table below, the sales prospect rating has just been raised when the arrow ↑ next to the ★ points up. The arrow ↓ pointing down means the rating has just been decreased. All other ratings are unchanged from the previous quarter.

## How to Read the Table

### Key to Relative Size Ratings

(By Industry sales volume)

- A—\$10 Billion and Over
- B—\$7 Billion to \$10 Billion
- C—\$4 Billion to \$7 Billion
- D—\$2 Billion to \$4 Billion
- E—\$1 Billion to \$2 Billion
- F—One-Half Billion to \$1 Billion
- G—Under a Half-Billion Dollars

### Key to Sales Prospect Ratings

(All ratings are relative to the median (★★★), which indicates approximately no change in relation to the corresponding period of the preceding year.)

- ★★★★—Best Relative Outlook
- ★★★★—Very Good Relative Outlook
- ★★★ —Good (Medium) Relative Outlook
- ★★ —Fair Relative Outlook
- ★ —Least Impressive Relative Outlook

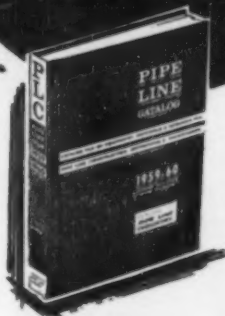
	Relative Size Rating (See Above Key)	Sales Prospect Rating for 1st. Qtr. (See Above Key)	Sales Prospect Rating for Next 12 Mos. (See Above Key)		Relative Size Rating (See Above Key)	Sales Prospect Rating for 1st. Qtr. (See Above Key)	Sales Prospect Rating for Next 12 Mos. (See Above Key)
Advertising	A	★★★★	★★★★	Luggage	G	★★★★	★★★★
Air Conditioning	↓	★★★★	★★★★	Lumber & Wood Products	A	★★★★	★★★★
Air Transportation	E	★★★★	★★★★	Machine Tools	F	↑★★★★	↑★★★★
Aircraft Sales	C	★★	★★	Machinery (Agric.)	E	★★★★	★★★★
Atomic Energy	F	★★★★	★★★★	Machinery (Ind'l.)	B	↑★★★★	↑★★★★
Auto Sales (New)	A	★★★★	★★★★	Materials Handling	D	↑★★★★	↑★★★★
Auto Sales (Used)	E	★★★★	★★★★	Meats	A	★★★★	★★★★
Auto Service & Parts	A	★★★★	★★★★	Medical and Dental Care	C	★★★★	★★★★
Auto Tires	E	★★★★	★★★★	Metal Containers	E	★★★★	★★★★
Baking	D	★★★	★★★	Metals (Non-Ferrous)	C	★★★★	★★★★
Banks (Revenue)	E	★★★★	★★★★	Missiles and Rockets	D	★★★★	★★★★
Beer	C	★★★★	★★★★	Motion Pictures	E	★★★	★★★
Boating	D	★★★★	★★★★	Musical Instruments	G	★★★	★★★
Building (Heavy)	A	★★★★	★★★★	Office Equipment	C	★★★★	★★★★
Building (Residential)	E	★★★	★★★	Oil Burners	E	★★★★	★★★★
Candy & Chewing Gum	E	★★★★	★★★★	Oil (Cooking)	G	★★★	★★★
Canned Fruits & Veggies.	E	★★★★	★★★★	Oil Equipment	D	★★★	★★★
Cereals	G	★★★	★★★	Packaging & Containers	E	★★★★	★★★★
Chemicals	A	★★★★	★★★★	Paint	E	★★★★	★★★★
Cigarettes	C	★★★★	★★★★	Paper & Products	C	★★★★	★★★★
Cigars	G	★★★	★★★	Personal Care	D	↑★★★★	↑★★★★
Clothing (Men's, Women's & Children's)	A	★★★★	★★★★	Photographic Supplies	G	↑★★★★	↑★★★★
Coal (Anthracite)	F	★	★	Plastics	E	★★★★	★★★★
Coal (Bituminous)	D	↑★★★★	↑★★★★	Plumbing & Heating	C	↑★★★★	↑★★★★
Coin Machine Sales	D	★★★★	★★★★	Printing & Publishing Equip.	F	↑★★★★	↑★★★★
Commercial Printing	E	★★★	★★★	Radios	F	↑★★★★	↑★★★★
Cosmetics	E	★★★★	★★★★	Railroad Equipment	D	↑★★★★	↑★★★★
Cotton Textiles	A	★★★★	★★★★	Railroads	B	★★★★	★★★★
Dairy Products	A	★★★★	★★★★	Refrigerators	E	★★★★	★★★★
Department Stores	D	★★★★	★★★★	Restaurants & Bars	A	★★★★	★★★★
Diesel Engines	G	★★★★	★★★★	Restaurant Equipment	E	★★★	★★★
Dinnerware	E	★★	★★	Rock Products (Incl. Cement)	D	★★★★	★★★★
Drugs & Medicines	E	★★★★	★★★★	Rubber Products	D	★★★★	★★★★
Dry Cleaning	C	★★★★	★★★★	Security Financing	F	★★★★	↑★★★★
Education	F	★★★★	★★★★	Shipbuilding	F	★★★	★★★
Electrical Eq. (Industrial)	C	★★★★	★★★★	Shoes	C	★★★★	★★★★
Electrical Eq. (Consumer)	D	★★★★	★★★★	Silk Textiles	G	★★	★★
Electronics (Military)	E	★★★★	★★★★	Silverware	G	★★★★	★★★★
Exports	A	↑★★★★	↑★★★★	Soap	E	★★★★	★★★★
Farming	A	★★	★★	Soft Drinks	F	↑★★★★	↑★★★★
Flour	D	★★★	★★★	Sports & Sporting Goods	C	↑★★★★	↑★★★★
Food Processing	A	★★★★	★★★★	Steel & Iron	A	★★★★	★★★★
Furs	G	★★	★★	Sugar	E	★★★★	★★★★
Gasoline & Oil	C	↑★★★★	↑★★★★	Surgical Equipment	G	★★★★	★★★★
Glass & Materials	D	★★★★	★★★★	Synthetic Textiles	E	↑★★★★	↑★★★★
Government Procurement	A	★★★★	★★★★	Television	E	★★★★	★★★★
Groceries	A	★★★★	★★★★	Toothpaste & Mouthwashes	G	★★★★	★★★★
Hardware	D	★★★★	★★★★	Toys & Games	E	★★★★	★★★★
Hotels	D	★★★★	★★★★	Trailers (Auto)	G	★★★★	★★★★
House Furnishings, Floor Coverings, Furniture, etc.	B	↑★★★★	↑★★★★	Travel & Vacations	A	★★★★	★★★★
Household Products (Misc.)	C	★★★★	★★★★	Travel Overseas	D	★★★★	★★★★
Imports	C	★★★★	★★★★	Trucks	D	★★★★	★★★★
Installment Financing	C	★★★★	★★★★	Utilities (Electric)	C	★★★★	↑★★★★
Insurance	A	★★★★	★★★★	Utilities (Gas)	D	★★★	★★★
Jewelry & Watches	E	↑★★★★	↑★★★★	Utilities (Telegraph)	G	★★★	★★★
Laundries	F	★★	★★	Utilities (Telephone)	C	★★★★	★★★★
Liquor (Alcoholic)	C	↑★★★★	↑★★★★	Vacuum Cleaners	G	★★★★	★★★★
				Washers (Household)	F	★★★★	★★★★
				Woolens & Worsteds	D	★★★★	★★★★

Note: Future Sales Ratings are especially copyrighted by SALES MANAGEMENT, 630 Third Avenue, New York 17, N. Y.

# To Sell the Pipe Line Industry



## ... you must have a Catalog



### Necessary Buying Aid.

The engineering-operating groups who approve purchases require information on product performance, applications, weights, dimensions and other specifications. Unless such data are available in printed form, it is difficult to do business with this scattered industry.

**Unique Market Conditions.** Sales calls to cover this world-wide, technical industry can be expensive and time consuming. Both time and money are saved by providing preliminary information in a catalog that can be referred to at the time a purchase is contemplated.

**Many Buying Influences.** All men of buying authority in a pipe line company are seldom found in a single location. Pipe line contractors, representing a sizeable segment of buying power, are constantly on the move. Having your catalog in the hands of spread superintendents, division managers and other key employees will make your sales effort more effective.

**Most Comprehensive Distribution Plan.** PIPE LINE CATALOG is distributed to more than 4,000 buying locations in the pipe line industry. Names are obtained directly from the pipe line companies and contractors—new operations are added as they come into being—all lists are double checked to avoid duplication.

**Preferred by Purchasers.** A strong 91.4% of industry men responding to catalog usage surveys indicate that they prefer to have catalog data furnished to them in the PIPE LINE CATALOG.

Make sure you're represented in the next edition. Call local Gulf office or write for complete fact book, "Effective Cataloging in the Pipe Line Market."

### Greater Petroleum Coverage Through Market Specialization

#### PIPE LINE CATALOG

Published by PIPE LINE INDUSTRY



#### GULF PUBLISHING COMPANY

World's Largest Specialized Publisher to the Oil Industries

HOUSTON, NEW YORK, CHICAGO, CLEVELAND, TULSA,  
DALLAS, LOS ANGELES, LONDON AND HANNOVER



tion. Since then the rate has doubled and today such services as barber and beauty shops, medical and dental care, legal work, television repair, painting, decorating, etc., draw 40% of all personal consumption spending.

Consumers' incomes will be going up—more than prices. Only a 1.6% rise in consumer prices is expected—which means more consumer buying power.

Attesting to the board's optimism is the fact that sales potential for most of the 116 leading U.S. industries listed on pages 68-69 is rated four stars or better. Consensus of the 311 economists, statisticians, and marketing men on the board brings, for the first quarter of 1960, increased ratings for 19 industries and decreased ratings for 7. For the full year 1960, the consensus shows increased ratings for 22 industries and decreased ratings for 8. On the lower ratings, however, it is emphasized that an unfavorable picture is by no means implied in the down-arrow symbol; in fact, the decreasing rating largely reflects the rising comparative base of sales, which makes larger gains in '60 a little more difficult to achieve.

► The board's primary basis for optimism and high future sales ratings of this large cross section of American industries is the current and prospective record-high income and liquid assets of both the consumer and business generally; the record-high expansion in the total market through the boom in population; the record-high level of employment and wages; the record-high spending (in peacetime) of Federal, state and local governments; the uptrend in business spending for new plant and equipment; the low level of inventories and the consequent heavy buying ahead to rebuild them; the holding down of inflation to little more than a creeping status; the prosperity of major-artery industries such as steel, autos, construction (other than housing), machinery and textiles; an improvement in exports and balance of trade; the overall stimulus of a boom in missiles; constantly improving industrial efficiency and innovations in methods, processes, materials and products; and the anticipated record spending of confident consumers and businessmen influenced by strong advertising and selling activity.

Rate of advance in the first half-year is expected to be more rapid than in the second half, inasmuch as industry will be under extensive pressures of inventory rebuilding in the first half. At some time in these six months, industry is expected to be restocking inventories at an annual pace

of more than \$11 billion, the highest peacetime rate in history.

Most impressive single economic factor, in the board's view, is the confidence of consumers and businessmen, the former's confidence shown in overall spending, the latter's shown in aggressive plans for plant and equipment expansion in the face of tightening money conditions and labor troubles.

Reflecting the great fundamental strength of the economy, individual incomes actually rose in the aggregate during the steel-struck month of October; but, of course, manufacturing workers' earnings declined in total because of layoffs in the steel and steel-short industries. There were good gains, however, for workers in Government, the service and distribution industries, and business and professional men.

Personal incomes rose in October to an annual rate of \$381.9 billion, up \$1 billion from September 1959, and up a big \$18 billion over the preceding year—a most impressive gain, all things considered. Now, personal income (before taxes) is setting a new record at \$387 billion—6% higher than last year.

Even though people are spending money freely, as shown by the strong new highs in total consumer outlays for goods and services, consumers' liquid assets have climbed to new heights. Liquid reserves of the people—including currency; checking accounts; savings deposits; postal savings and shares in credit unions; reserves in savings and loan associations; U.S. Government, state and other non-corporate bonds; private insurance and pension reserves, and Government insurance and pension reserves—are at a new high of \$527 billion.

► Consumer debts are high and rising too, but not excessively out of line with the increase in assets. Thus, subtracting the current \$185 billion in consumer debt—including installment debt, consumer and other credit, and brokers' loans—leaves consumers with a record-high net equity at \$342 billion.

Further potential consumer buying power comes from more than \$400 billion owned by the public in corporate preferred and common shares, bonds and notes, and investment trust shares. Added to the \$342-billion net equity of consumers, this gives the public a minimum liquid-asset total of \$742 billion—nearly three-quarters of a trillion dollars! This vast sales target of attainable buying power is more than three times as large as the yearly retail sales of all goods sold in

the U.S.—and certainly suggestive of unexploited marketing potential.

Business finances likewise are impressive, despite the retarding effects of the long steel strike on profits. Total corporation profits in 1960 are estimated by the board at \$28 billion after taxes, a substantial new all-time high comparing with an estimated \$25 billion, the previous record, in 1959, \$18.9 billion in '58, \$16 billion in '49 and a mere \$6 billion in '39.

The strong balance-sheet position of American business also will contribute to new business highs in 1960. Current assets of the nation's corporations are estimated by the board to be at \$265 billion, including \$61 billion in cash and equivalent. Current liabilities total \$130 billion, which leaves net working capital at \$135 billion—a strong, new peak. At the end of '58 such net working capital totaled \$119.8 billion, compared with \$111.7 billion in '57, \$107.4 billion in '56, \$103 billion in '55, \$81 billion in '50 and \$24 billion in '39.

Corporations also added greatly to '59 depreciation reserves, which are the writedowns from past investments in plant and equipment and represent funds for buying new machinery and plants. These reserves increased an estimated \$15 billion in 1959.

► Here, then—in the main—are the means of financing a great expansion, and new, appealing products—and of advertising and selling these products adequately.

Manufacturing companies indicate that they expect to finance almost all their capital spending in '60 from internal sources, though some will borrow and do stock and bond financing. Generally, then, tight money conditions will not hold back the majority of spending plans.

Industry shows a significant awareness of the need for up-to-date production facilities, as well as a realization that delay could result in additional costs in a rising labor and materials market. As an example of this trend, construction workers are expected by the board to get raises of more than 12 cents an hour in 1960, one of the biggest wage increases in the entire industrial structure.

Extra impetus for the important wave of expansion ahead is coming from the growing numbers of new products which have been in the research laboratory and pilot-plant stage and now are ready to be put on the market. Total research and development expenditures, Government and private combined, are now estimated at more than \$10 billion annually—over three times the figure at the beginning of the '50's. And, for 1960,



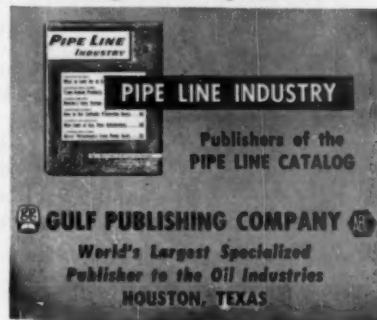
## MULTI-BILLION DOLLAR PIPE LINE INDUSTRY

The anticipated rate of growth promises near-record expenditure for the next few years. Natural gas pipe line construction will represent the largest segment of the U. S. pipe line market, with capital expenditures for lines, compressor stations, communications, corrosion protection, metering and other related equipment running well over a billion dollars. Add to this the crude oil and products lines, plus foreign construction, and there is a foreseeable total of almost \$4 billion.

Keeping in touch with all the buying influences in this scattered industry is a difficult task for personal selling alone. Only through the pages of the industry's specialized workbook publication, PIPE LINE INDUSTRY, can your sales message reach all the important buying and specifying titles. Maximum reader interest is demonstrated by the volume of reader inquiries, high standing on reader preference surveys, and the requests for article reprints.

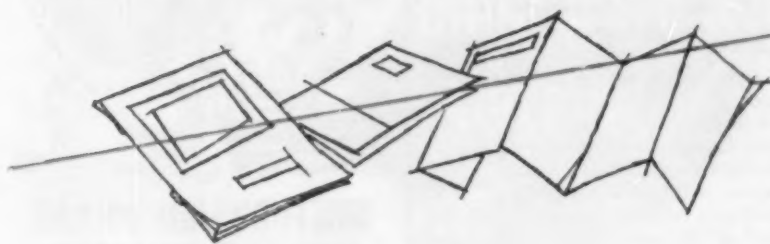
PIPE LINE INDUSTRY offers you the most effective coverage possible of this specialized market—the men you sell and only the men you sell... at lowest cost. For the industry's most complete market data compilation write for PIPE LINE INDUSTRY Fact Book.

**Greater Petroleum Coverage Through Market Specialization**





# How to make selling tools sell harder



For most products, even the best advertising can do only part of the selling job. It takes other selling tools to do the rest—catalogs, bulletins, brochures, direct mail, point-of-sale displays, films, sales manuals, house organs.

This is not news, of course, yet too many advertisers—and, unfortunately, too many agencies—neglect these selling tools. They don't give them the same quantity or quality of attention they give to space or broadcast advertising, nor do they plan them as a part of the total advertising program—even though the sales-effectiveness of the advertising may depend on them.

Since we consider that our job is not just to make ads for clients, but to help clients make sales, fully half of our creative time is spent in planning and preparing a tremendous variety of material which we call "collateral selling tools." In working with clients on this kind of assignment, we try to work in this way:

1. We like to deserve being considered as an extension of the client advertising department—a partner rather than a supplier.
2. Whenever possible, we like to be included in the early planning stages of sales campaigns.
3. Even when clients may prefer to produce most of their own collateral material (and some of them do a fine job), we like to contribute ideas, and the values inherent in an objective viewpoint.

This method of working gives clients several important advantages.

The selling tools produced are more effective because they are planned as a part of a total selling program. Often art and photography can be planned for space advertising and collateral material at the same time, making possible better quality for less money, and providing greater total impact. Frequently we are able to absorb peaks in clients' work loads and so help keep their overhead down.

In practically every case, the end result for clients is more effective selling tools, and therefore more effective advertising, at lower net cost.

Because our policy of working closely with clients in creating better selling tools is considered unusual among agencies, we have produced a selling tool on the subject. It is a booklet which outlines in some detail how we perform this kind of service. We'd like to send you a copy; it would help make *this* ad more effective.

Marsteller, Rickard,  
Gebhardt and Reed, Inc.

A D V E R T I S I N G

NEW YORK • PITTSBURGH • CHICAGO • HOUSTON

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the board expects research expenditures to rise 11% over '59.

The rising use of automation and increasing obsolescence of many existing plant facilities also has been encouraging new plant expansion. Many manufacturers feel, too, that with the consumer steadily spending more, those companies which can out-produce the field stand a better chance of obtaining a bigger share of the consumer dollar.

Reflecting optimism about the future, business "population" is on the rise, too, not only in numbers of incorporations, but also in numbers of branches. During the recessionary periods, 1953-54 and 1957-58, growth in business population was slowed down. Manufacturing, mining, and the transportation sectors were most responsive to the depressing influences, while the service industries and wholesale trade were little affected.

In '59, however, there were large gains, with the result that the number of firms in operation hit a record total of more than 4.7 million, a rise of about 100,000 over the business-population aggregate at this time last year. For further perspective on this vital trend, which is expected to go on strongly in '60, business population totaled 4,557,000 at the beginning of '58, 4,503,000 at the start of '57, 4,419,000 at the beginning of '56 and 4,323,000 at the beginning of '55.

► Growth in the numbers of people, too, is one of the points strongly emphasized by the board as a basis for optimism on the '60 prospect. Population of the U. S. now approximates 179 million, far exceeding the anticipated total of most forecasters several years ago. On July 1, 1950, the figure was about 151 million — we are almost 19% above that level now. The 28 million people we have added since 1950 is the equivalent of enlarging our market with another complete set of New England states and Pacific Coast states! For 1960, the board expects another sizable jump in our population, to a new high around 182 million.

Household formation also is moving up strongly, and this uptrend is expected to intensify in '60. There are now more than 51 million households, and the gain made in the past 12 months is the largest of the last eight years, excluding 1956.

Significantly, too, our households have high buying power. Prosperity has spread out in this country. We now have a larger middle-income class than ever before, and this will help to expand demand in many industries. More than half of all fami-

lies in the U. S. now get \$5,000 or more income annually; even as short a time ago as 1950 the figure was only 23% as high. Average weekly earnings in manufacturing now surpass \$90, compared with an average of \$83.50 in '58, \$82.39 in '57, \$79.99 in '56, \$76.52 in '55, \$59.33 in '50 and \$23.86 in '39. The board expects the trend to be maintained vigorously in 1960, with new highs certain.

Already set for '60 are "automatic" raises for 2.5 million workers. These are people who are working under long-term agreements that carry built-in guarantees of higher wages. Under these contracts, wages will automatically rise an average of 8 cents an hour in '60. And millions of other workers are likely to get raises when their union contracts expire in the next 12-month period.

With more goods to be sold — and more money to buy them than ever before — the 10% jump expected over last year's record-high promotional expenditures should bring the economy to heights never before attained!

► But the business prospect has its worries, too. Outstanding among these:

1. The tight money situation is causing some wide concern, particularly in susceptible industries such as housing, which now is feeling the ill effects of high interest rates and scarce mortgage money. However, the Government is not likely to let the homebuilding industry deteriorate much, not only because of its basic importance in a dynamically expanding population, but also because of heavy political pressures in a Presidential-election year.

No letup in the tight money situation as a whole is expected, but special assistance is likely to be extended to the housing industry to make homes easier to buy. The board's feeling is that, generally, American business is likely to be affected less by tight money than ever before in the past, because of the broadly strong financial condition, including large depreciation reserves which can be used to expand business.

2. Borrowing by consumers has jumped almost as rapidly in the past 12 months as it did in the last big (1955) splurge. The increases in '59, however, were from a larger base, so that the percentage rise isn't so great. In '55, consumer credit went up 12%, and in '59 it went up 11.2%.

Because of strong fundamental business trends, installment payments are holding up well, with repossessions and losses reportedly well within safe limits. The situation could be dan-

100%

## Tax Deductible Homes

### Virgin Islands

Water Isle, 10 minutes  
by boat from St. Thomas.

Sun, sleep, swim, fish or  
skin dive. Snow white  
beaches. An ideal sales  
tool, a dream vacation  
for you, your customers  
and prospects. A prize  
contest award beyond  
compare. Water Isle  
Club with beautiful din-  
ing terrace and bar (also  
available to companies  
on reasonable lease  
basis).

Write: N. B. Curtice,  
1300 First Street South,  
Minneapolis 4, Minne-  
sota. For short term  
accommodations write:  
Walter Phillipp, Water  
Isle, St. Thomas, Virgin  
Islands.

gerous for some if incomes were to drop sharply, but at present, with incomes rising and headed higher, there is no immediate peril.

From the overall business viewpoint, the \$5-billion increase in consumer credit in '59 is heavily outweighed by the \$23-billion rise in personal savings—leaving record-breaking net working capital of the consumer. Then, too, there's such evidence of economic growth as the \$38-billion rise in Gross National Product, with further heavy gains in the making for 1960. The economy can stand further gains in consumer credit — and there'll be more in '60, assuring more stimulus to business.

Ultimately, should the pinch of scarce money become great enough to threaten an excessive throttling of business, it is likely that the Federal Reserve Board would move quickly and effectively to ease the money situation.

3. Strikes in the past have tended to stall business progress, as in the case of the long steel strike in '59. General improvement of business goes hand in hand with labor uprisings — so there'll be more to come. However, labor troubles typify the American industrial way of life, and we have always come through them a bigger and stronger nation than ever.

The continued high rate of unemployment reflects steady growth in the entire labor force, and advances in automation and productivity. An improved system of unemployment compensation, union aids, and broadening of social security to help more old workers is coming to the assistance of many of the unemployed. Favorably, from an overall viewpoint, the rather high jobless percentage has not prevented total personal income from reaching major new highs.

4. Rising prices of American goods — affected by persistent wage increases and the highest per capita wages and salaries in the world — have placed many of our products at a competitive disadvantage throughout the world. By the same token, low labor standards have given foreign countries an advantage in the export of their goods to this country.

Some American businessmen are combatting this unfavorable situation by building or leasing plants abroad and producing there with cheap labor. Aside from that, State Department and business negotiations with foreign countries, particularly those to whom we have extended military and economic aid, are beginning to bear some fruit; and recently our exports have been doing better, with indications of still further improvement to come. Finally, a bigger flood of foreign goods here will increase demand for—and probably get—stronger tariff protection for some domestic enterprises.

5. Farm prices may sag further in '60—under the weight of heavy farm product surpluses and likely continued high productivity. Farm income thus may decline 5% or more in the 12 months ahead. There is increasing pressure from farmers for greater price supports, and in this election year something may be done to help agriculture. Declining income, even though not great, is distressing to the farmer, but it is not liable to throw the whole economy seriously out of balance, since farm income now represents less than 3% of total personal income. ♦



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195,000 fully accredited engineers  
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MINING ENGINEERING  
CHEMICAL ENGINEERING PROGRESS

PETER B. B. ANDREWS'

### Future Sales Ratings Board Report

appears quarterly in Sales Management. Next one: April 1.



## New, Fast "Pride Pack" System Keeps Dishes Clean and Safe



● No more working off the dining room table! Mayflower rolls in a complete packing table with a new-type wrap, specially designed cartons . . . and a totally different principle of packing breakables.

This *improved* way is another result of Mayflower moving research. It is faster, offers better protection and is cleaner, easier to unpack. (Less time also means less cost.)

No wonder, is it, that Mayflower has come to be known as *America's most recommended mover*! Your personnel will be pleased that you recommended Mayflower, too.

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... we'll give you this  
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Describes, illustrates and gives prices of over 45 different styles (in many sizes and colors) of ready-made VPD SALES BINDERS.

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manufacturers of sales binders since 1933



## -SM SALES PROMOTION IDEA FILE

By LARRY SCHWARTZ, President, Wexton Advertising Agency, New York

### Mystery Shopper Service

You can check up on store-level sales effort behind your product in any part of the country with a Mystery Shopper program, and both train and inspire clerks at the same time.

Willmark, largest and oldest store checking service, will send its personnel into the store (or other locations) you select, to act like ordinary customers, asking for your product—or asking any questions you specify.

Ordinarily, the manufacturers using such a program will inform clerks in advance that they can win \$x if they say the right words to the Mystery Shopper. Clerks thus have an incentive for learning the "pitch," and getting used to giving it to everyone, since they never know when the Mystery Shopper is standing in front of them.

The Mystery Shopper can reward them on the spot for a proper presentation, or take names and addresses

so that the cash can be mailed to them.

Lists of winners are often circulated among retailers to create added attention and excitement.

The Mystery Shopper can also be used as the beginning of a sales training drive, with winners eligible to compete for bigger prizes.

Willmark will report to you in writing on each store visited, including reports on the use of your point-of-purchase material.

For further information, contact Robert M. Bernstein, Executive Vice President, Willmark Research Corp., 250 West 57th St., New York 19, N.Y.

### Layouts—by Wire

Wirefax, Western Union's new public facsimile service, can be used to transmit anything typed, written, typeset, or drawn, from coast to coast, in five minutes.

Line drawings, sketches, invoices,



## SERVICE

is why America's  
top companies meet at

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**SERVICE** is what Manger sells—not just rooms and facilities! **Service**—the kind of help that has seating arrangements executed perfectly and on time. That has a proper P. A. system functioning as it should, set up as ordered. That has special tables as ordered, lighting, projection and other arrangements as requested—all on time, without last-minute makeshift changes and compromises. And all this goes along with some of the finest meeting-room facilities in the country. So check with Manger before your next meeting—see the difference real **SERVICE** makes!

**ALBANY, N. Y.**  
The Manger  
DeWitt Clinton

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The Manger Motor Inn  
(Opening early 1960)

**CLEVELAND**  
The Manger

**GRAND RAPIDS, MICH.**  
The Manger

**NEW YORK CITY**  
The Manger Vanderbilt  
The Manger Windsor

**ROCHESTER, N. Y.**  
The Manger

**SAVANNAH**  
The Manger  
The Manger Towne & Country Motor Lodge

**WASHINGTON, D. C.**  
The Manger Annapolis  
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Convention Department, Manger Hotels  
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Please send me full information about Manger Hotels meeting and convention facilities.

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news stories, typed briefs, ad layouts, documents, are wrapped around a revolving drum. An electronic eye scans the copy and transmits it line for line, dot for dot, to sensitized paper at the receiving city. Material must be limited to white, unfolded paper, 8½ in. by 11 in., with all matter to be transmitted kept within an area 7½ in. wide by 9½ in. deep.

For further information, call any Western Union office or write to Western Union Wirefax, 40 Broad St., New York, N. Y.

#### Reader-Reach on Measurements

United States Testing Co., famous for its product testing facilities and its widely promoted seal, offers a unique service for measuring human reactions or behavior, including the determination of the motives underlying a given behavioral pattern.

The company's Psychometrics Division will measure readability of your material, attention value, color appropriateness, brand recognition, product association, product recognition, apparent size, apparent quality, purchase preference, recall potential, meaningfulness, activating potential, personal identification, masculinity and femininity.

Packaging, advertising and sales promotion design and copy are particularly appropriate subjects for such study.

To learn more about this and other services of the United States Testing Co., write to Mr. E. R. Collins at the company's General Offices, 1415 Park Ave., Hoboken, N. J.

#### Custom-Fitted Training

The Office of Special Services to Business and Industry, New York University, has expanded its facilities to offer a wide range of custom-planned short courses, workshops, seminars and conferences to meet the particular management training needs of every type of business.

Courses can be held on your company premises, at one of the university's campuses, at the NYU Club, 123 W. 43rd St., or at Gould House, the university's conference retreat at Ardsley-on-the-Hudson.

Subject matter of courses can include corporate finance, management development, sales management, supervisory training, communication, human relations, preparation for retirement, industrial psychology, safety programs, engineering statistics, nuclear physics, operations research, statistical quality control, effective meetings, public speaking, teaching methods, foreign languages, public

relations, community relations, traffic control, etc.

To discuss a program for your company, contact Aaron Feinsot, Director, Office of Special Services to Business and Industry, New York University, 6 Washington Square North, New York, N.Y.

#### See-Through Envelope

An envelope of clear polyethylene film lends a distinctive air to the news releases sent out by Irving J. Rosenbloom & Associates for Seal-A-Round Corp., maker of the film sealing machine. A sample can be obtained from the Rosenbloom organization, Wrigley Bldg., Chicago 11, Ill.

#### Personalized Giveaways

You name it, and Personally Yours, Ltd., 23 E. 36th Street, New York, can probably make it and imprint it with your name, your individual customer's name, a clever message. Quantities range from one to a million, and items offered include ash trays, pen and pen holder combinations, desk sets, paper weights, coffee mugs, cups and saucers, pencil cups, hi-ball glasses, cigarette boxes, dinner plates, lighters, cuff links, earrings, etc.

The company has rights to all the

Steig cartoons, can imprint any printed material you provide, including newspaper stories, on its ceramics.

These items make excellent business gifts, giveaways, and promotional items.

#### News-Style Annual Report

General Shoe Corporation's 1959 Annual Report was presented as a lively, news-style 4-page insert in the Wall Street Journal. The report, published 48 hours after the financial facts were available, fairly bubbled with interest and appeal.

This marks the first time that a complete annual report has been published in a daily newspaper with national circulation.

If you'd like to see a copy of the 1959 Genesco Annual Report in newspaper format, write to Elizabeth Manning, Manning Public Relations, 25 E. 73rd St., New York 21, N.Y.

**Sales Promotion Idea File** is a review of sales-producing tools and ideas designed to stimulate the thinking of sales-minded executives. Address contributions to Larry Schwartz, c/o Sales Management, 630 Third Ave., New York 17, N. Y.

## Stop Gambling with Company Money!

Let's face it: a guess is a gamble! You can eliminate needless guessing from your premium and contest promotions . . . increase results . . . reduce your anxieties . . . to a bearable minimum—by consulting us *before* you put your money down. We can't guarantee you'll win every pot, *but we can mark the deck for you.* Why not send us the coupon below—now?

MAIL TO **SPOTTS** Mailing Corporation  
2402 University Ave., St. Paul 4, Minn.

Please send me information on your (check items of interest)

- |  |   |
|--|---|
| <input type="checkbox"/> premium consultation        | <input type="checkbox"/> contest management     |
| <input type="checkbox"/> premium mail handling       | <input type="checkbox"/> sweepstakes management |
| <input type="checkbox"/> premium pre-testing         | <input type="checkbox"/> market research        |
| <input type="checkbox"/> automatic premium packaging | <input type="checkbox"/> direct mail handling   |

Name \_\_\_\_\_ Title \_\_\_\_\_

Firm \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## Marketing Outlook for February

By DR. JAY M. GOULD  
Research Director

Sales Management and Its Survey of Buying Power

► Retail sales in February will be up 5% over February 1959, which in turn had been up 8.2% over February of 1958.

► Auto sales will still be most dynamic component of the retail total and may be up 20% to 25% over 1959. The Department of Commerce predicts 1960 auto output at 6.7 million, a 22% gain over 1959. Detroit estimates imports in 1960 will come down to 500,000 cars, so that 7.2 million cars must be sold in 1960, exceeding even 1955 sales.

► Actually, 1960 imports will probably account for 700,000 cars despite the introduction of the compact car. Imports accounted for 600,000 cars or 10% of total new car registrations in 1959, rising from 5.1% in January 1958 and 8.54% in January 1959. A conservative projection for 1960 would be 11%, or 700,000 cars.

► Renault Motors, for example, expects sales in 1960 to increase 40% over 1959, and reports being flooded with applications for dealer franchises.

► One good indication of the revitalization of the auto market can be seen in our High Spot City-National Index for Detroit—the February figure is 105.3, up from a low of 93.1 in May 1959.

► Housing starts in 1959 came to 1.3 million, but tight mortgage money may bring the 1960 total down to 1.1 million. This will hit appliance sales somewhat, though television set makers hope for 6.3 million set sales in 1960 as against 6.2 million in 1959.

► Farm surpluses in Government hands approached \$10-billion peak by end of 1959. Farm prices will slide off in 1960. On the other hand, lower food prices may help consumers increase expenditures on hard goods.

► Consumer credit at the end of 1959 stands close to \$50 billion, representing as big an annual gain as the \$5 billion added in 1955. Consumers now spend 13% of disposable income on installment payments. This percentage will rise in 1960 as hard goods spending goes up. Charge account collections, of course, dropped off in strike affected areas in 1959, but no real concern is felt for 1960.

### The Marketing Value Of High Spot Cities

High Spot Cities are tabulated monthly as a guide to the marketer on where his sales efforts might pay the greatest dividends. Cities marked with a star ★ are preferred cities of the month. They have a level of sales—compared with the same month in 1958—which equals or exceeds the national change in sales activity.

The first column of the accompanying tables indicates the number of months out of the past 24 that the city has had a star to indicate a better than average performance. When a full 24-month period of back data is not available, the city's record is indicated as follows: 8/11 would mean that a city has had 8 starred months out of the past 11. The 11 would indicate the total number of months for which data is available.

The second column indicates the index of change for this month of 1960 versus corresponding month of 1959.

The third column (the city-national index) relates the annual change in the city's retail sales to that of the U.S. Thus, a city-national index of 106.0 indicates that the city is enjoying a gain in retail sales 6% greater than that of the rest of the U.S.

### Suggested Uses

- ★ Special advertising and promotion drives in spot cities.
- ★ A guide for your branch and district managers.
- ★ Revising sales quotas.
- ★ Checking actual performances against potentials.
- ★ Basis for letters for stimulating salesmen.
- ★ Forestalling salesmen's alibis.

# High Spot (★) Cities for February

## **-SM-** HIGH SPOT CITIES

RETAIL SALES FORECAST  
(S.M. Forecast for February, 1960)

	No. ★ Months Out of Past 24	City Index 1959 vs. 1958	City Index 1960 vs. 1959	\$ (Million) February 1960
<b>UNITED STATES</b>				
<b>Ala.</b>		105.0	100.0	15709.00
		103.9	99.0	199.85
Birmingham ...	13	101.0	96.2	37.85
★ Florence-Sheffield-				
Tusculum ...	14	107.1	102.0	6.46
Gadsden ...	9	99.4	94.7	5.05
★ Mobile ...	5	108.6	103.4	19.52
Montgomery ...	21	102.0	97.1	16.55
<b>Ariz.</b>		111.7	106.9	122.34
★ Phoenix ...	24	111.0	105.7	41.34
★ Tucson ...	24	110.8	105.5	21.87
<b>Ark.</b>		102.9	98.00	115.24
Fort Smith ...	16	98.9	94.2	7.25

RETAIL SALES FORECAST  
(S.M. Forecast for February, 1960)

	No. ★ Months Out of Past 24	City Index 1959 vs. 1958	City Index 1960 vs. 1959	\$ (Million) February 1960
<b>Little Rock-North</b>				
Little Rock ...	21	103.4	98.5	21.69
<b>Cal.</b>				
Bakersfield ...	13	100.4	95.6	17.37
Berkeley ...	10	104.1	99.1	11.87
Fresno ...	18	99.4	94.7	23.83
Long Beach ...	0	100.3	95.5	39.57
Los Angeles ...	22	103.6	98.7	290.04
★ Oakland ...	17	106.1	101.0	50.12
★ Pasadena ...	10	109.5	104.3	21.24
★ Riverside ...	15	109.4	104.2	11.60
★ Sacramento ...	17	122.6	116.8	41.61

RETAIL SALES FORECAST  
(S.M. Forecast for February, 1960)

	No. ★ Months Out of Past 24	City Index 1959 vs. 1958	City Index 1960 vs. 1959	\$ (Million) February 1960
San Bernardino ...	13	99.6	94.9	15.49
★ San Diego ...	24	119.9	114.2	71.03
San Francisco ...	8	102.4	97.5	89.88
★ San Jose ...	23	114.0	108.6	29.97
★ Santa Ana ...	22	119.9	114.2	19.35
★ Santa Barbara ...	16	108.7	103.5	9.38
★ Santa Rosa ...	17/18	109.5	104.3	7.95
Stockton ...	14	103.2	98.3	14.11
★ Ventura ...	22	107.1	102.0	5.83
<b>Colo.</b>				
		104.5	99.5	164.70
Colorado Springs ...	23	104.0	99.0	14.41
Denver ...	19	104.6	99.6	72.37
Pueblo ...	11	97.8	93.1	9.26

## 30 Best Markets for February

(Top three cities in each of 10 regions)  
U. S. Index: 100

The following cities have a common denominator. They are expected to exhibit retail sales leadership in the coming month. The index opposite each city compares its performance with that of the nation as a whole. For example, if a city has an index of 106.9 that means that its retail sales next month are forecast to lead the national average change by 6.9%. Canadian figures are compared with U.S.

### New England

Salem, Mass.	111.7
Woonsocket, R. I.	109.3
Waterbury, Conn.	108.5

### East South Central

Memphis, Tenn.	105.2
Meridian, Miss.	103.5
Mobile, Ala.	103.4
Lexington, Ky.	103.4

### South Atlantic

Orlando, Fla.	116.0
Greenville, S. C.	115.3
Washington, D. C.	110.2

### Middle Atlantic

Philadelphia, Pa.	108.4
Norristown, Pa.	108.4
Hempstead Township, N. Y.	106.0

### East North Central

Kenosha, Wis.	116.4
Flint, Mich.	113.7
Muncie, Ind.	109.0

### West North Central

Rapid City, S. D.	108.2
Sioux Falls, S. D.	102.4
Cedar Rapids, Iowa	100.7
Springfield, Mo.	100.7

### Pacific

Sacramento, Cal.	116.8
Santa Ana, Cal.	114.2
San Diego, Cal.	114.2

### West South Central

Amarillo, Tex.	107.0
Lubbock, Tex.	106.0
Wichita Falls, Tex.	103.8

### Mountain

Cheyenne, Wyo.	114.0
Las Vegas, Nev.	108.2
Reno, Nev.	106.8

### Canada

St. John, N. B.	120.9
Hamilton, Ont.	113.1
London, Ont.	109.1

ONLY the RECORD and JOURNAL



## COVER Meriden • Wallingford, Conn.

You've got it covered with the Record and Journal: 97% of Meriden-Wallingford's 120,000-customer market! It's loaded with selling opportunities. . . Effective Buying Income is nearly \$137 million. And no Hartford or New Haven ABC daily newspaper has more than 400 circulation here. Ask for complete market data now!

**The Meriden  
RECORD and JOURNAL**  
Meriden • Connecticut  
National Representatives:  
JOHNSON, KENT  
GAVIN & SINDING, INC.

## General Mdse. Sales C-L-I-M-B-I-N-G in New London

Push your sales up in New London . . . now 2nd among all Conn. cities of 25,000-or-over population for General Merchandise sales per average household: an inviting \$989 yearly.\*

Sell this prize market through The Day, the only local daily . . . covering 98% of this 66,547 ABC City Zone.

\*SM '59 Survey

**The Day**  
NEW LONDON, CONNECTICUT  
National Representatives:  
GILMAN, NICOLL & RUTHMAN

## -SM- HIGH SPOT CITIES

RETAIL SALES FORECAST  
(S.M. Forecast for February, 1960)

	No. ★ Months Out of Past 24	City Index 1960 vs. 1959	City Nat'l Index 1960 vs. 1959	\$ (Million) February 1960
<b>Conn.</b>		105.2	100.2	243.45
Bridgeport . . . .	0	100.8	96.0	16.39
Hartford . . . . .	5	100.5	95.7	26.34
★ Meriden-				
Wallingford . .	7	105.6	100.6	6.49
Middletown . .	7	100.0	95.2	5.64
★ New Haven . . .	5	105.5	100.5	19.94
New London . .	16	99.2	94.5	6.21
Norwich . . . .	4	99.3	94.6	4.53
★ Stamford . . . .	12	113.8	108.4	13.31
★ Waterbury . . . .	8	113.9	108.5	12.28
<b>Del.</b>		107.5	102.4	58.81
★ Wilmington . . .	19	106.8	101.7	28.12
<b>D. C.</b>		115.6	110.10	113.31
★ Washington . . .	14	115.6	110.1	113.31
<b>Fla.</b>		111.0	105.7	532.49
★ Fort Lauderdale .	24	111.5	106.2	19.09
★ Jacksonville . . .	20	105.7	100.7	45.57
★ Miami . . . . .	24	108.7	103.5	74.49
★ Orlando . . . . .	24	121.8	116.0	26.63
Pensacola . . . .	5	104.1	99.1	11.26
★ St. Petersburg . .	18	114.2	108.8	25.91
★ Tampa . . . . .	24	110.5	105.2	39.67
<b>Ga.</b>		105.2	100.2	283.59
Albany . . . . .	15	95.2	90.7	5.01
★ Atlanta . . . . .	24	105.9	100.9	76.05
Augusta . . . . .	13	101.4	96.6	12.93
Columbus . . . . .	0	103.0	98.1	11.25
Macon . . . . .	17	104.9	99.9	11.93
Savannah . . . . .	23	104.0	99.0	15.10
<b>Hawaii</b>				
★ Honolulu . . . .	24	106.8	101.7	32.35
<b>Idaho</b>		105.5	100.5	69.55
Boise . . . . .	22	104.8	99.8	9.59
<b>Ill.</b>		104.4	99.4	946.02
Bloomington . . .	18	99.6	94.9	6.51
Champaign-				
Urbana . . . . .	19	103.2	98.3	8.50
Chicago . . . . .	8	104.2	99.2	410.93
Danville . . . . .	0	99.1	94.4	5.51
Decatur . . . . .	0	99.4	94.7	11.29
East St. Louis . .	3	94.5	90.0	8.12
★ Moline-Rock Island-				
East Moline . .	16	105.1	100.1	12.71
Peoria . . . . .	2	98.7	94.0	17.53
★ Rockford . . . .	3	109.2	104.0	16.58
Springfield . . . .	17	102.9	98.0	16.49
<b>Ind.</b>		105.2	100.2	396.08
Evansville . . . .	0	97.9	93.2	13.82
★ Fort Wayne . . .	9	107.9	102.8	19.63
★ Gary . . . . .	10	107.4	102.3	17.31
Hammond-East				
Chicago . . . .	3/10	104.7	99.7	18.42

## THIS Is Eastern Connecticut

157,100 People  
49,200 Families  
\$349,762,000 Income  
\$207,845,000 Sales

The Norwich Bulletin is the only daily newspaper edited primarily and exclusively for this huge isolated market . . . only newspaper with a broad solid impact on the market's pocketbooks. Left-over circulation from other markets can't put your sales in step with local buying habits.

## Norwich Bulletin

and Norwich Bulletin-Record (Sundays)

NORWICH, CONN.

Bulletin                      Sunday Record  
26,037                          22,104

Represented by

The Julius Mathews Special Agency, Inc.

## MIDDLETOWN Metropolitan Area (Middlesex County)

State's No. 1  
Automotive Market  
\$911 Sales Per Family

Family for family, the most responsive metropolitan market in Connecticut—34th in the nation!

Local families buy \$215 more automotive products than the average U. S. family—a big 38% margin of extra spending that lifts the area's total automotive volume to \$20,691,000—higher than that of 40 larger areas!

The Middletown Press provides coverage to match this big sales opportunity. No combination of outside newspapers comes anywhere near equalling its saturation of Metropolitan Middletown.

## THE MIDDLETOWN PRESS

MIDDLETOWN, CONN.  
OUR NATIONAL REPRESENTATIVE  
The Julius Mathews Special Agency



# **-SM- HIGH SPOT CITIES**

## RETAIL SALES FORECAST (S.W. Forecast for February, 1960)

	No. of Months Out of Past 24	City Index 1960 vs. 1959	City Nat'l. Index 1960 vs. 1959	\$ (Million) February 1960
Indianapolis	21	102.6	97.7	71.81
★ Lafayette	19	110.5	105.2	5.76
★ Muncie	10	114.5	109.0	8.58
★ South Bend	10	105.1	100.1	15.65
Terre Haute	0	104.0	99.0	8.63
<b>Iowa</b>		103.2	98.3	279.69
★ Cedar Rapids	16	105.7	100.7	11.99
★ Davenport	13	105.2	100.2	11.68
Des Moines	16	101.5	96.7	27.69
Dubuque	20	104.8	99.8	7.30
Sioux City	19	99.5	94.8	13.98
Waterloo	14	101.2	96.4	8.55
<b>Kan.</b>		101.9	97.1	186.02
Hutchinson	17	100.1	95.3	5.98
Kansas City	10	101.9	97.0	12.05
★ Topeka	11	105.5	100.5	11.39
Wichita	13	96.6	92.0	29.32
<b>Ky.</b>		104.3	99.3	178.77
★ Lexington	15	108.6	103.4	11.97
Louisville	2	102.1	97.2	44.76
★ Paducah	6	105.6	100.6	4.73
<b>La.</b>		103.5	98.6	206.76
★ Baton Rouge	22	105.6	100.6	21.32
Lake Charles	15	97.9	93.2	7.00
Monroe-West				
Monroe	8	103.3	98.4	8.28
New Orleans	0	101.5	96.7	53.54
★ Shreveport	13	105.2	100.2	17.97
<b>Maine</b>		105.0	100.0	82.76
Bangor	13	100.5	95.7	6.21
Lewiston-				
Auburn	11	103.0	98.1	6.83
★ Portland	14	107.2	102.1	12.10
<b>Md.</b>		101.2	96.4	237.42
Baltimore	3	100.3	95.5	102.36
★ Cumberland	3	105.9	100.8	6.08
Hagerstown	5	99.2	94.5	7.30
<b>Mass.</b>		104.0	99.1	487.56
Boston	14	102.5	97.6	109.29
★ Brockton	20	105.4	100.4	8.08
Fall River	6	100.5	95.7	8.89
Holyoke	19	104.3	99.3	7.09
Lawrence	11	98.2	93.5	9.41
Lowell	2	104.3	99.3	8.96
★ Lynn	11	105.7	100.7	9.70
★ New Bedford	2	105.2	100.2	9.76
★ Pittsfield	12	112.9	107.5	7.19
★ Salem	17	117.3	111.7	8.40
Springfield	13	104.4	99.4	21.91
Worcester	0	99.3	94.6	22.34
<b>Mich.</b>		110.3	105.1	712.65
Battle Creek	14	99.5	94.8	7.44
Bay City	2	102.8	97.9	7.10
★ Detroit	6	110.6	105.3	199.43
★ Flint	13	119.4	113.7	30.73
★ Grand Rapids	4	105.3	100.3	26.62



# TESTING

test where it's best...

## PORTLAND, MAINE

**1** Rated first for testing among U. S. Cities in 75,000 to 150,000 population group! **6** Rated sixth for testing among all U. S. Cities due to stable economy. **2** Rated second for testing among all New England cities regardless of population.

Source: SALES MANAGEMENT

Robt. Burns is the latest in a distinguished line of products to select Portland, Maine as best for the test.

Other products recently tested in Northern New England's No. 1 market are Libby's Beef Stew, Nestle's Nescreme and Breck's Shampoo.

Do what others do! Make Portland, Maine your No. 1 test city. Write for details. Then, you'll be sure to select the market that guarantees ideal and economical testing conditions.



**Portland, Maine**  
**Newspapers**  
PORTLAND PRESS HERALD EVENING EXPRESS  
SUNDAY TELEGRAM

Represented by:  
Julius Mathews Special Agency, Inc.

# BATON ROUGE

## Is On The GROW!

Your sales will be on the grow there, too. It's Louisiana's fastest growing market, second in size — first in buying power. Baton Rouge's \$6,455 effective buying income per household is way out front in Louisiana. It can mean more sales for you. The State-Times and Morning Advocate is the total selling medium in this tremendous market.

\*Sales Management Survey of Buying Power

**STATE-TIMES**  
AND  
**MORNING ADVOCATE**  
Represented by the John Budd Company

## Growing GROWING GROWING

\*KMSO-TV now reaches 51,000 Montana TV homes and is gaining new viewers all over Western Montana.

## KMSO-TV

Serves MISSOULA and All of WESTERN MONTANA With the Best of CBS, NBC, ABC

### PERFECT TEST MARKET

- \*51,000 TV Homes
- \*Drug Sales Index 167
- \*Retail Sales Index 143
- \*Auto Sales Index 176

### PERFECT TEST STATION

- \*Captive Audience in 90% of the Area
- \*Dominates the 10% Remainder Completely
- \*Now the Only TV Station on the Air in Western Montana
- \*Low Cost/1,000 HOMES

Represented Nationally by  
**FORJOE TV INCORPORATED**

## -SM- HIGH SPOT CITIES

RETAIL SALES FORECAST  
(S.M. Forecast for February, 1960)

	No. of Months Out of Past 24	City Index 1959	Nat'l. Index 1959	% vs. 1959	\$ (Million) February 1960
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### Mich. (continued)

★ Jackson	7	113.5	108.1	8.86	
Kalamazoo	10	104.2	99.2	14.71	
★ Lansing	3	109.2	104.0	16.25	
★ Muskegon	5	107.7	102.6	7.73	
★ Pontiac	4	107.0	101.9	10.67	
Port Huron	0	103.4	98.5	5.31	
Royal Oak-Ferndale	0	103.7	98.8	12.63	
★ Saginaw	3	106.9	101.8	11.97	

<b>Minn.</b>		103.7	98.8	305.84	
Duluth	2	95.9	91.3	10.33	
Minneapolis	18	103.5	98.6	74.86	
St. Paul	18	102.1	97.2	42.70	

<b>Miss.</b>		105.6	100.6	140.27	
Jackson	18	103.7	98.8	17.05	
★ Meridian	20	108.7	103.5	5.74	

<b>Mo.</b>		102.9	98.0	388.14	
Joplin	3	98.1	93.4	5.20	
Kansas City	18	100.9	96.1	68.74	
St. Joseph	16	98.9	94.2	8.48	
St. Louis	0	103.5	98.6	88.81	
★ Springfield	23	105.7	100.7	11.18	

<b>Mont.</b>		100.7	95.9	66.32	
Billings	19	100.3	95.5	7.98	
Butte	0	94.4	89.9	4.90	
Great Falls	12	98.7	94.0	7.37	
★ Missoula	10/15	109.4	104.2	4.12	

<b>Neb.</b>		101.0	96.2	144.37	
Lincoln	17	102.2	97.3	15.38	
Omaha	18	99.6	94.9	36.45	

<b>Nev.</b>		113.6	108.2	37.87	
★ Las Vegas	13/20	113.6	108.2	13.03	
★ Reno	24	112.1	106.8	11.52	

<b>N. H.</b>		107.0	101.9	53.40	
★ Manchester	12	107.0	101.9	9.68	
★ Nashua	22	105.0	100.0	4.67	

<b>N. J.</b>		103.0	98.1	581.45	
★ Atlantic City	12	105.2	100.2	10.67	
Camden	15	99.3	94.6	15.14	
★ Elizabeth	13	110.5	105.2	12.04	
Jersey City-Hoboken	14	99.1	94.4	23.71	
★ Newark	12	105.1	100.1	57.30	
Passaic-Clifton	11	102.2	97.3	17.11	
Paterson	11	102.2	97.3	18.29	
Trenton	15	96.6	92.0	23.51	

<b>N. M.</b>		109.4	104.2	91.22	
★ Albuquerque	24	108.7	103.5	28.94	

<b>N. Y.</b>		103.7	98.8	1639.32	
Albany	10	97.4	92.8	17.89	
Binghamton	8	94.3	89.8	10.41	
Buffalo	0	101.9	97.0	61.08	
Elmira	0	99.8	95.0	6.56	
★ Hempstead Township	24	111.3	106.0	118.77	

Jamestown	0	99.8	95.0	5.12	
New York	12	102.2	97.3	794.25	
★ Niagara Falls	3	105.3	100.3	10.76	
★ Poughkeepsie	10	108.2	103.0	7.96	
Rochester	12	103.1	98.2	49.49	
★ Rome	1	110.3	105.0	4.40	
Schenectady	3	96.9	92.3	10.99	
Syracuse	6	102.5	97.6	29.54	
Troy	9	99.2	94.5	8.19	
Utica	0	101.3	96.5	11.81	

<b>N. C.</b>		106.8	101.7	324.24	
Asheville	6	99.0	94.3	8.56	
Charlotte	22	104.8	99.8	26.42	
Durham	11	101.0	96.2	9.14	
★ Greensboro	24	108.3	103.1	22.49	
★ High Point	24	108.7	103.5	6.77	
Raleigh	11	100.1	95.3	11.66	
★ Salisbury	8	112.0	106.7	4.49	
★ Wilmington	4	106.2	101.1	5.52	
★ Winston-Salem	15	114.3	108.9	16.12	

<b>N. D.</b>		98.9	94.2	60.12	
Fargo	20	98.2	93.5	7.54	

<b>Ohio</b>		105.7	100.7	852.77	
★ Akron	11	107.2	102.1	36.03	
★ Canton	7	105.9	100.9	15.70	
Cincinnati	0	104.7	99.7	66.77	
★ Cleveland	6	106.1	101.0	114.54	
Columbus	15	96.3	91.7	58.21	
★ Dayton	7	110.4	105.1	41.52	
★ Elyria	6	111.9	106.6	4.50	
★ Hamilton	7	106.5	101.4	8.76	
Lima	0	101.6	96.8	7.25	
★ Lorain	9	106.1	101.0	6.41	
★ Mansfield	7	109.1	103.9	8.65	
★ Middletown	11	107.0	101.9	5.15	
★ Portsmouth	3	105.4	100.4	5.13	
★ Springfield	10	107.0	101.9	18.96	
Staubenville	0	99.5	94.8	6.44	
★ Toledo	5	109.4	104.2	38.26	
Warren	7	104.9	99.9	7.87	
Youngstown	4	100.3	95.5	20.83	
★ Zanesville	2	108.7	103.5	5.59	

<b>Okla.</b>		102.2	97.3	176.42	
Bartholomew	0	98.0	93.3	2.50	
Muskogee	17	93.3	88.9	4.84	
★ Oklahoma City	1	105.2	100.2	37.05	
Tulsa	3	98.6	93.9	27.29	

<b>Ore.</b>		109.0	103.8	176.03	
★ Eugene	15	114.7	109.2	9.16	
★ Portland	15	107.8	102.7	61.34	
★ Salem	20	105.4	100.4	8.57	

<b>Pa.</b>		108.6	103.4	956.70	
Allentown	13	97.1	92.5	16.13	
Alltoms	6	97.9	93.2	6.87	
Bethlehem	1	96.1	91.5	5.40	
Chester	22	103.5	98.6	10.19	
★ Erie	3	109.1	103.9	15.36	
Harrisburg	14	98.4	93.7	15.46	
Hazleton	0	102.4	97.5	3.56	
Johnstown	2	99.6	94.9	8.28	
Lancaster	8	102.5	97.6	10.82	
★ Norristown	24	113.8	108.4	7.32	
Oil City	0	102.0	97.1	1.86	
★ Philadelphia	14	113.8	108.4	232.25	

## Nothing succeeds like COLOR, in ALTOONA!

Advertisers are finding out that it pays off at the cash register when they use COLOR in Altoona!

The Altoona Mirror's 30 years of color experience and careful craftsmanship have resulted in crisp, bright ads that produce outstanding results. Last year's record 240,000 lines of color advertising—more than many big city papers—is pretty much the proof of the pudding!

Don't forget, too, you get real saturation coverage of this growing market . . . 85% city zone coverage, and reaching 3 out of 4 Blair County homes.

# Altoona Mirror

Altoona, Pennsylvania's only daily newspaper

RICHARD E. BEELER, Adv. Mgr.

Yes, Doctor—



Only the **GLOBE  
TIMES** covers  
BETHLEHEM, Pa.!

Fact: Food sales in booming Bethlehem, Pa., exceeded \$24,918,000 last year. To get your share of sales in this vital market, do as Allentown retailers do—use the **GLOBE-TIMES**, the only paper that covers the Bethlehem city zone completely!

**The Bethlehem Globe-Times**

Roland L. Adams, Publisher

Gallagher-DeLisser, Inc., National Reps.

## **-SM** HIGH SPOT CITIES

RETAIL SALES FORECAST  
(S.M. Forecast for February, 1960)

	No. & Months Out of Past 24	City Index 1960 vs. 1959	City Nat'l. Index 1960 vs. 1959	\$ (Million) February 1960
Pittsburgh	6	104.4	99.4	77.36
Reading	0	100.7	95.9	12.75
Sharon	6	102.6	97.7	3.72
Scranton	6	97.2	92.6	10.83
Wilkes-Barre	9	98.5	93.8	8.53
Williamsport	0	101.9	97.0	5.24
★ York	11	107.7	102.6	10.83
<b>R. I.</b>		104.6	99.6	75.94
Newport	15	104.1	99.1	3.72
Pawtucket				
Central Falls 0/16		101.9	97.0	7.59
Providence	14	102.7	97.8	30.58
★ Woonsocket	12	114.8	109.3	5.63
<b>S. C.</b>		110.6	105.3	139.19
★ Charleston	21	108.9	103.7	11.39
Columbia	14	101.0	96.2	13.86
★ Greenville	16	121.1	115.3	12.26
★ Spartanburg	12	112.6	107.2	6.31
<b>S. D.</b>		108.9	103.7	75.18
Aberdeen	5	99.1	94.4	3.32
★ Rapid City	23	113.6	108.2	7.87
★ Sioux Falls	24	107.5	102.4	11.27
<b>Tenn.</b>		107.5	102.4	243.09
★ Chattanooga	18	108.3	103.1	20.39
Knoxville	2	104.3	99.3	19.12
★ Memphis	5	110.5	105.2	52.63
Nashville	20	101.5	96.7	31.67
<b>Texas</b>		106.4	101.3	840.16
★ Abilene	20	108.0	102.9	7.67
★ Amarillo	24	112.4	107.0	17.23
★ Austin	24	108.7	103.5	19.49
Baumont	6	101.3	96.5	12.01
Corpus Christi	1	98.6	93.9	16.83
★ Dallas	21	108.3	103.1	94.62
★ El Paso	21	105.5	100.5	24.96
Fort Worth	13	102.9	98.0	46.64
Galveston	0	97.3	92.7	5.96
Houston	0	104.4	99.4	95.34
Laredo	13	99.2	94.5	4.24
★ Lubbock	23	111.3	106.0	18.90
Port Arthur	9	96.5	91.9	6.97
San Angelo	13	104.4	99.4	7.34
★ San Antonio	19	107.8	102.7	52.40
Texarkana	1	99.6	94.9	5.83
Tyler	4	99.9	95.1	6.37
★ Waco	21	108.8	103.6	12.41
★ Wichita Falls	18	109.0	103.8	9.91
<b>Utah</b>		106.1	101.1	68.33
Ogden	14	98.5	93.8	7.73
★ Salt Lake City	10	107.3	102.2	29.58
<b>Vt.</b>		105.3	100.3	34.73
★ Burlington	22	107.6	102.5	5.56
Rutland	6	99.0	94.3	2.62
<b>Va.</b>		108.5	103.3	301.88
Danville	2	100.3	95.5	4.92
★ Lynchburg	14	107.5	102.4	6.25
★ Newport News	6	115.7	110.2	10.70

Norfolk	0	100.7	95.9	26.82
Portsmouth	14	102.5	97.6	8.76
Richmond	22	100.5	95.7	38.20
Roanoke	7	101.2	96.4	10.57

<b>Wash.</b>		106.4	101.3	253.56
Bellingham	7	100.2	95.4	3.04
★ Everett	21	105.9	100.9	6.31
★ Seattle	18	109.6	104.4	78.46
Spokane	0	100.5	95.7	21.83
Tacoma	10	100.7	95.9	19.28
Yakima	15	98.9	94.2	8.00

<b>W. Va.</b>		105.0	100.0	119.08
★ Charleston	7	109.3	104.1	14.55
Huntington	4	101.3	96.5	10.01
Wheeling	0	99.6	94.9	7.59

<b>Wis.</b>		106.3	101.2	361.31
★ Beloit				
Janesville	1	107.3	102.2	7.66
Green Bay-Apple- ton-Neenah-				
Menasha	4/19	99.3	94.6	17.33

★ Kenosha	10	122.2	116.4	7.47
La Crosse	15	102.1	97.2	6.88
Madison	15	103.0	98.1	16.23
★ Milwaukee	19	105.5	100.5	92.76
★ Oshkosh	7	111.1	105.8	5.95
★ Racine	6	109.0	103.8	8.91
★ Sheboygan	5	113.1	107.7	5.60
Superior	2	98.6	93.9	3.16

<b>Wyo.</b>		110.8	105.5	37.33
Casper	10	101.2	96.4	5.90
★ Cheyenne	24	119.7	114.0	6.44



## On the Nose!

You know what hard-hitting impact color gives your advertising . . . and The Call is the only R. I. daily to offer you ROP color. Ask for complete details now!

# WOONSOCKET CALL

COVERS RHODE ISLAND'S PLUS MARKET

Affiliated:  
WWON, WWON-FM



## **-SM-** HIGH SPOT CITIES

### RETAIL SALES FORECAST (S.M. Forecast for February, 1960)

	No. of Months Out of Past 24	City Index 1960 vs. 1959	City Index 1960 vs. 1958	9 (Million) February 1959
<b>CANADA</b>				
<b>Alberta</b>				
★ Calgary	3	108.0	103.9	16.67
★ Edmonton	9	111.2	106.9	22.01
<b>British Columbia</b>				
★ Vancouver	8	104.0	100.0	45.94
★ Victoria	13	105.2	101.2	10.02
<b>Manitoba</b>				
Winnipeg	20	102.0	98.1	27.96
<b>New Brunswick</b>				
★ Saint John	13	125.7	120.9	5.83
<b>Nova Scotia</b>				
★ Halifax	11	104.9	100.9	9.51
<b>Ontario</b>				
★ Hamilton	7	117.6	113.1	22.24
★ London	21	113.5	109.1	13.70
★ Ottawa	23	112.0	107.7	24.16
★ Toronto	24	108.2	104.0	125.07
★ Windsor	6	112.1	107.8	9.86
<b>Quebec</b>				
Montreal	15	102.8	98.8	106.13
★ Quebec	10	104.1	100.1	15.46
<b>Saskatchewan</b>				
Regina	14	95.3	91.6	11.86



# 62.7%\*

of all daily newspaper readers  
in Toronto read the

**TORONTO DAILY STAR**

80 King Street West, Toronto

In the United States:  
Ward Griffith & Co. Inc.

\*Grunow Research Survey 1958

## 10 Steps to No-Slump Selling

(continued from page 39)

ning. If your men can't sell, they may be able to train other echelons of salesmen to sell. You can train your people to teach good selling practices to retail salesmen (and others) who have the job of explaining and selling your products and services to end-users.

9. Think up extra ways to inspire more dealer selling. The air conditioning business is plagued by "one-season" selling and the ever present fact that cool weather can slash demand at a time when it should be highest. Bernard A. Mitchell, of the Mitchell Mfg. Co., developed a solution that helped company sales tremendously. The plan included these provisions: For each air conditioning unit shipped between November 1 and August 31, Mitchell and his dealers agreed to put aside \$3. If 200,000 units were shipped, the fund would swell to \$600,000. At season's end, the fund was to be divided on a unit basis. This was determined by the total number of air conditioners still unsold by September 15. If 10,000 units remained unsold, the per unit share of the reserve would be \$60. Thus each distributor was assured of \$60 for any unsold unit. Each

dealer would then be in a position to cut his selling price as much as \$60 at the end of the regular selling season. If he sold the cut-price merchandise he still showed a full profit on units sold after September 15. Sales doubled, following the introduction of the plan.

10. Remember, this is probably the best time of the year to catch your competition napping—or on vacation. If you can get this across to your salesmen, you can make it practically a point of honor with them to get a big jump on Joe who sells a competing product for Company X (and who is very likely a known and friendly rival). Just keep hammering home to salesmen that, while a competitor may be on vacation, or "slumping" the summer away, according to the Bureau of Advertising: 94% of Americans are at home during any given time in the summer—housewives, husbands, children and purchasing agents (and key executives in every other category of business endeavor).

When the competition's asleep at the switch—and the customer's lolling in vulnerable summer spirits—all you have to do is wake up your salesmen! ♦

### Seven Cardinal Rules for a Successful Sales Promotion

1. It must be a big idea—an idea that does big things for people.
2. It must be a universal idea, wider than the commercial interests of the sponsor, of the buyer, or even the consumer.
3. It must have news value. It ought to be the kind of idea that makes your mother-in-law say: "What will they think of next?"
4. It ought to be an idea that takes in all avenues: advertising, promotion, sales, merchandising, etc.
5. It should have a sales trigger. It should be so simple any salesman can understand it and be inspired by it.
6. It should be an idea that can be followed through. Many good ideas don't last long enough to penetrate the minds of a mass of consumers.
7. It should be an idea you are proud to sponsor. The idea should not only build sales, it should also build the reputation of the company that spends the stockholders' dollars to support it.

When you have such an idea, it follows as the night follows the day that your organization—your total organization right down to the office boy—will pitch in and make it even more successful.

—Marshall S. Lachner, president, B. T. Babbitt, Inc.



# ADVERTISING SALESMANSHIP APPLIED HERE

[illegible]

## HELPS BUILD SALES HERE

[illegible]

Make sure that your businesspaper schedules run right through June, July, August *and* September—so that your product or service will be part of your customers' plans for the fall and winter months. Advertise in businesspapers all year 'round—and you'll know that your advertising salesmanship is working whenever businessmen are buying . . . or planning to buy.

## The ASSOCIATED BUSINESS PUBLICATIONS

Sales Management January 1, 1960 85



**"IDEA" LETTERHEADS**  
Add lively interest to your messages! Unusual ideas illustrated in 4 colors for bulletins and mailings. 8 1/2 x 11 size.

**SEND FOR FREE CATALOG**  
**IDEA ART**  
309 Fifth Avenue, New York 16

#### SALES PROMOTION MANAGER

National concern, headquartered in Chicago, in the direct-to-consumer sales field seeks aggressive young man, age 30-40, with college background and experience in operation of sales contests, house organs and consumer incentives, for position with a future. Background in direct selling desirable but not essential. Ability to communicate through the written word essential.

Please write giving complete resume, including education, employment, earnings, availability and personal data. Replies treated in strict confidence.

**Knox Associates of Illinois, Inc.**  
One North La Salle Street  
Chicago 2, Illinois

#### NATIONAL SALES MANAGER \$7500 TO \$15,000 CALIBER

Pioneering nationally known mfr of playground equipment and school furniture seeks outstanding executive to independently direct new national sales program through selection and direction regional representatives. Attractive salary. Profit-sharing. New headquarters six miles from Princeton, N. J. Send full personal data and salary to Box 100.



**THERE'S ONLY ONE  
WORLD'S FINEST  
BOMBAY**  
IMPORTED ENGLISH GIN  
IMPORTED FRENCH VERMOUTH  
A. M. PENROSE & CO., Inc. PHIL. PA.—94 411 Proof

COMING SOON

**"Profile of the  
Typical Sales Executive"**

**SALES MANAGEMENT**

## EXECUTIVE SHIFTS IN THE SALES WORLD

#### American Hospital Supply Corp. . . .

Edward E. Twerdahl, Jr., became vice president for market development, and continues as president of the Arnar-Stone Laboratories.

#### Anheuser-Busch, Inc. . . .

Thomas C. Burrows promoted to vice president and general sales manager, Brewery Division.

#### Bendix Aviation Corp. . . .

Roy H. Isaacs named vice president to coordinate all government sales.

#### B-I-F Industries, Inc. . . .

William L. Sammons, general sales manager, elected vice president and general sales manager.

#### Borg-Warner Corp. . . .

Blaz A. Lucas, Jr., elected vice president in charge of sales of Ingersoll Products Division.

#### California Steel and Tube . . .

Charles E. Walden joins as sales manager. He was formerly with Rome Cable Corp.

#### Carey Salt Co. . . .

Lloyd A. Winslow appointed marketing manager, in charge of sales, advertising, and merchandising.

#### Cornwall Corp. . . .

Alfred R. Leiserson named vice president, sales, for Thermo Tray electric hot trays.

#### Skinner Manufacturing Co. . . .

Napoleon B. Beauregard named vice president in charge of sales.

#### Smith-Corona Marchant, Inc. . . .

Ward J. Koeppen appointed general sales manager of the Marchant Division, which includes the Canadian subsidiary, Marchant Calculators, Ltd.

#### Stewart-Warner Corp. . . .

Francis E. Hummel made manager of distributor sales and marketing of the Bassick Co. Division.

#### Swedish Crucible Steel Co. . . .

Robert K. Emmons becomes sales manager of the Plastics Division.

#### Texaco, Inc. . . .

I. G. Morgan elected vice president in charge of domestic sales.

#### Union Carbide Chemicals Co. . . .

J. S. McGilly promoted to manager of Dynel sales, Textile Fibers Dept. A. L. Snyder, former sales manager, becomes senior marketing advisor. Parent company is Union Carbide Corp.

#### United States Rubber Co. . . .

Arthur Thomas, Jr., moved to commodity sales manager, Kralastic materials, Naugatuck Chemical Division.

#### Venus Pen and Pencil Corp. . . .

Quartus P. Graves named vice president, pen marketing.

#### Willys Motors, Inc. . . .

James H. Drum appointed director of government sales: the Jeep, Mechanical Mule, and a weapons-carrier.

## How to Determine Your Sales Potentials

Scientifically proven forecasting methods which will indicate your actual sales 6 months to 1 year ahead. Allow us to send you, without obligation, our brochure on Sales Forecasting.



**J. CARVEL LANGE, Inc.**

Subsidiary of Industrial Commodity Corporation—26th Year

122 East 42nd St. OXford 7-1262 New York 17, N.Y.

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### ADVERTISING SALES

**VICE PRESIDENT, SALES**  
Randy Brown

**SALES PROMOTION MANAGER**  
Philip L. Patterson

**ADMINISTRATIVE ASSISTANT**  
Edward S. Hoffman

**Asst. to Vice President, Sales**  
Cecelia Santoro

**ADV. SERVICE MANAGER**  
Madeleine Singleton

**PRODUCTION MANAGER**  
Virginia New

### DIVISION SALES MANAGERS

**New York**—W. E. Dunsby, Wm. McClenaghan, Elliot Hague Robert B. Hicks, Dan Callanan, F. C. Kendall, Ormond Black, 630 Third Ave., New York 17, N. Y., YUkon 6-4800.

**Chicago**—C. E. Lovejoy, Jr., Western General Manager; W. J. Carmichael, Western Advertising Director; John W. Pearce, Western Sales Manager; Thomas S. Turner, Robert T. Coughlin, 333 N. Michigan Ave., Chicago 1, Ill., State 2-1266; Office Mgr., Vera Lindberg.

**Pacific Coast**—Warwick S. Carpenter, 15 East de la Guerra, Santa Barbara, Calif., WOODland 2-3612, Pacific Coast Manager; Northern California, Washington and Oregon, M. A. Kimball Co., 2550 Beverly Boulevard, Los Angeles 57, Cal., DUNKirk 8-6178; or 681 Market St., San Francisco 5, Cal., EXbrook 2-3365.

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## Nothing About Nil

Provocative press release came across our desk the other day. It read:

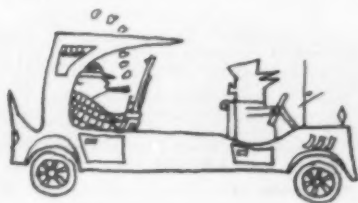
Dear Editor:

*Every day you get a heap of news releases. Some are of prime importance. The vast majority are time-wasting trivia. BUT how often do you get a release about nothing? [Ed's note: More often than you think.]*

*Today is the day. The one you have been awaiting. The day that a news release comes through the transom and into the slot about nothing, nix, naught, nil. Ah, there is the word, Nil. Enclosed, please find our news release about Nil.*

Nil? Turned out to be a small business card size envelope which reads, "Nil, the certified intangible." On the inside was a card to which was affixed The Nil, captioned, "Please read the instructions before using." The instructions were amusing—and confusing. And attached to the instruction sheet was a guarantee of uselessness. The Nil, it seems, is designed for sturdy impermanence. The slogan: "Nothing is too good for a Nil owner."

Still confused? The Nil is actually a sales stimulator, to be imprinted with the company's advertising message. Produced by The Marvic Co., Brooklyn, N.Y.



The Ultimate

It had to happen. Some time ago The E. F. MacDonald Co., a founder of the sales incentive business, began to get plaintive cries from its clients in the auto-

motive and appliance fields. "All those knickknacks in your regular contest catalogues—the fountain pens, the Mixmasters, the radio clocks—are okay for the general run of salesmen. But we have salesmen in the top salary brackets who have all those things. They aren't interested in a contest where the rewards are, uh, relatively trivial. How about a contest book that specializes in things worth from 50 bucks on up into the thousands?"

Last week MacDonald's v-p, Gordon L. Nereim, strode into our office. Under his arm was his firm's new catalogue, born of those plaintive cries. It's called "The Ultimate in Awards," which may be something of an understatement, title-wise. Through its offerings MacDonald is prepared to give heart to the salesman who's won everything. For here, pictured in four breathless colors, are such incentives as vicuna coats for men, mink coats and stoles for women (modeled, as extra incentive, by Suzy Parker), diamond bibelots that would interest even Zsa Zsa Gabor, and motorized golf carts.

Take the rifle by Remington Arms, for an example of the Ultimate MacDonald talks about: The winner of this item is invited to New York at Remington's expense. A limousine meets him at the airport, whisks him off to the factory at Ilion, N.Y., where he is ensconced in a swank inn. On his first day there he is measured for the gun by experts who get his height, weight, reach, index finger length, the distance between his eyes. Then he's taken out by shooting experts with a similar rifle, given a 2-day trial under varying hunting conditions. In about three weeks he gets his hand-tailored gun in a striking walnut box with his name engraved on the gun and a silver plaque on the gun case. Accompanying the package will be photograph "certificates"

from the individual gunsmiths responsible for each aspect of the gun.

If you aren't reeling, here's another example of how far MacDonald has gone with the catalogue: The company had Tiffany & Co. design two pages of jewelry especially for the book.

Let us know when you hit pay dirt, won't you?



Hollow Leg

National Distillers, producers of Old Crow, have been featuring, in their national advertising, famous men—presidents, authors, etc.—who knew and liked the product. Recently the company offered \$250 reward for historical facts relating Old Crow to famous persons of the nineteenth century.

And this story was sent in by an Old Crow aficionado: He and his wife, on vacation, passed a big, barny antique shop. He tried to speed past but his wife won a halt. Ended up buying a fascinating wooden Indian. "When we got home," writes the gent, "I examined said Indian and found a split in the wood right at the kneecap. Then I found the lower leg was detachable. Inside, wrapped in an early edition of the Tombstone Gazette was—you guessed it—a bottle of Old Crow. On the label someone had written, 'Save for Uncle Willy's big day.'"

The Old Crow people say they're positive Uncle Willy must have been a big name. They're still investigating.



# The **1960** JOHN PLAIN PRIZE BOOK

**JUST OFF  
THE PRESS!**

KING SIZE—11 x 14  
72 MULTI-COLOR PAGES  
OVER 1900 PRIZES



**BACKED BY JOHN PLAIN'S  
FAMOUS, MONEY-SAVING  
PROMOTIONAL ALLOWANCE PLAN  
SEND FOR YOUR COPY TODAY!**

Premium and Incentive Division  
JOHN PLAIN & COMPANY  
444 West Washington Street, Chicago 6

Please send me a sample copy of the new John Plain Prize Book  
and details on your money-saving Promotional Allowance Plan.

Firm \_\_\_\_\_

Address \_\_\_\_\_ Phone No. \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Attention of \_\_\_\_\_ Position \_\_\_\_\_



## More readers ..... more advertising- THE TRIBUNE GETS 'EM IN CHICAGO!

The Tribune sells nearly 900,000 copies daily, 1,250,000 on Sundays—over one and a half times the circulation of any other Chicago paper. It is read by more families in Chicago and suburbs than the top 5 national weekly magazines combined. More than 6 times as many Chicagoans turn its pages as turn on the average evening TV

show! Advertisers spent over \$60,000,000 in the Tribune last year—more than in all other Chicago papers put together. Unmatched, also, is the Tribune's record of advertising results. It out-pulls other Chicago papers 3 to one, 4 to one, even 15 to one—evidence of a selling FORCE which is uniquely the Tribune's in Chicago!

